



## The Role of Local Wisdom in the Development of Tourism Villages in West Nusa Tenggara: A Systematic Literature Review

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### ABSTRACT

*This study aims to identify and analyze the role of local wisdom in the development and management of tourism villages in West Nusa Tenggara (NTB) through a Systematic Literature Review (SLR) approach. Unlike previous studies, this review specifically examines the integration of local wisdom in post-pandemic tourism village development in NTB, which includes traditional knowledge, cultural practices, rituals, and customary governance systems within local communities. Literature searches were conducted using the Publish or Perish software via the Google Scholar database with the keyword "local wisdom in tourism village development in NTB" covering publications from 2020 to 2025. From an initial 100 articles, screening and selection based on inclusion and exclusion criteria resulted in 25 relevant articles for further analysis. Thematic analysis was conducted based on five main research questions. The findings indicate that local wisdom plays a crucial role in cultural preservation, sustainable natural resource management, and strengthening the identity of tourism villages. Active community participation through tourism awareness groups (Pokdarwis), youth, and traditional leaders is a key factor in managing tourism villages based on local wisdom. However, challenges such as limited infrastructure, low human resource capacity, and weak coordination among stakeholders still need to be addressed. This review recommends strategies such as culture-based training, master plan development, digital promotion, and multi-stakeholder collaboration (pentahelix) to support inclusive and sustainable tourism village management.*

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## 1. INTRODUCTION

Community-based tourism (CBT) has become a key strategy in improving the welfare of local communities while maintaining environmental and cultural sustainability (Sutawa, 2012). One of the main implementations of this concept is the development of tourism villages, which emphasize community participation in managing local resources independently and sustainably (UNWTO, 2018). In West Nusa Tenggara (NTB), the development of tourism villages has been incorporated into regional policies to enhance the competitiveness of the tourism sector (Pemerintah NTB, 2019). However, the success of tourism villages is not solely determined by natural potential and infrastructure, but also by the effective integration of local wisdom into their management systems (Patty et al., 2024). The geographical uniqueness and cultural diversity of NTB make the development of tourism villages based on local wisdom a strategic opportunity for building sustainable and distinctive tourism destinations.

NTB's tourism vision is to become a world-class destination, with missions that include strengthening the tourism ecosystem, improving connectivity, and developing professional human resources in the tourism sector (Sofian, 2025). In line with this, local wisdom encompasses the values, norms, and cultural practices passed down through generations within a community. These elements include oral literature, traditions, rituals, mythology, and local policies that play a vital role in ensuring community resilience as well as preserving cultural and environmental heritage (Jayanti et al., 2022). As part of the tourism village framework, local wisdom plays a crucial role in creating unique attractions, establishing locally rooted management systems, and enhancing community participation in tourism-based economic development (Putri et al., 2024).

To better understand the management of tourism villages based on local wisdom, this study draws upon three main conceptual frameworks. First, Community-Based Tourism (CBT) places the community as the primary actor in planning, managing, and benefiting from tourism activities. This approach emphasizes active participation so that the social, cultural, and economic benefits of tourism are directly felt by the local community (Yanes et al., 2019; Asmoro et al., 2021). Furthermore, CBT serves as a cultural preservation tool through the transmission of values and traditional practices integrated into tourism activities (Lina, 2023). Second, the study adopts the Cultural Sustainability framework, which stresses the importance of adaptively preserving local cultural identity within tourism development to prevent value degradation or excessive commodification (Nurjaya, 2022). Third, the Pentahelix Collaboration framework is used to highlight the synergy between five elements: government,

academia, business, media, and the community. This collaboration is essential to strengthen local institutions, mediate the interests of various stakeholders, and support inclusive and sustainable tourism village development (Ernawati et al., 2019; Wibowo & Darsono, 2022).

Several studies have highlighted the importance of integrating local wisdom into the development of tourism villages. For instance, Nawangsih (2018) argues that creative tourism product development strategies should be grounded in the natural and cultural potential of tourism villages, which can drive local economic growth. Similarly, Pribadi et al. (2021) discuss how the cultural values of the Sasak people in Kampung Sasak Ende can be incorporated into cultural tourism development. Parallel findings are presented by Masesa and Fatimah (2023), who analyze local-wisdom-based tourism village development and emphasize the importance of community engagement for sustainability and tourist acceptance. From a policy perspective, Hartaman et al. (2021) assert that government support in developing local-wisdom-based tourism is vital. Hence, strategic efforts involving communities can result in tourism products that are not only attractive but also help preserve culture and the environment.

Nevertheless, most of these studies focus on specific case areas and lack a comprehensive synthesis of findings across NTB's diverse cultural settings. To explore the challenges and opportunities in managing tourism villages based on local wisdom, Nurohman and Qurniawati (2021) suggest using SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to assess internal and external factors. In addition, PESTEL analysis (Political, Economic, Social, Technological, Environmental, and Legal) offers insights into the external variables affecting tourism village management, such as government policies, economic conditions, and environmental challenges (Müller & Voss, 2015).

Various challenges hinder the effective application of local wisdom in tourism village development in NTB. These include the lack of systematic documentation, limited infrastructure and funding support, and weak regulations protecting cultural values. Inadequate documentation limits a deep understanding of local wisdom and its impact on tourism development, while globalization pressures threaten the preservation of cultural values (Rizaldi & Qodariyah, 2020). Moreover, the interaction among local stakeholders remains suboptimal in documenting and preserving local wisdom (Tou et al., 2021). The limited role of government in providing infrastructure and funding further hampers the ability of local communities to sustainably develop tourism rooted in their cultural heritage (Kabes et al., 2022; Widagdo & Mulia, 2022).

Additionally, weak regulatory frameworks contribute to the commercialization of culture, potentially threatening the authenticity of local traditions (Hidayati, 2017). While several studies emphasize the importance of community participation in sustaining local culture through tourism village management, limitations such as unsystematic data, a lack of in-depth research, and narrow research scopes impede the implementation of sustainable practices (Fita et al., 2022). Furthermore, there is a lack of systematic synthesis that consolidates insights from different cultural contexts in NTB, resulting in a fragmented understanding of how local wisdom supports sustainable tourism development. Therefore, comprehensive and collaborative strategies are needed to integrate cultural values with community-based tourism development to ensure that tourism villages in NTB can grow sustainably (Rifdah & Kusdiwanggo, 2024).

To strengthen the management of local-wisdom-based tourism villages, several strategies can be adopted. These include the development of authentic cultural tourism products, capacity building for communities in managing tourism destinations, and collaboration with key stakeholders such as local governments, NGOs, and the private sector (Da Mendez et al., 2025; Negara et al., 2024). Implementing strategic management focused on community-based governance is also essential to ensure that all elements of society are actively involved in the planning and management of tourism villages.

Based on the aforementioned issues, this study aims to conduct a Systematic Literature Review (SLR) to identify and analyze the role of local wisdom in the management of tourism villages in NTB. Using an SLR approach, the study seeks to answer the following key research questions:

1. How is local wisdom applied in the management of tourism villages in NTB?
2. What is the role of local communities in sustaining local-wisdom-based tourism villages in NTB?
3. RQ3: What factors support and hinder the management of tourism villages based on local wisdom in NTB?
4. How does local wisdom contribute to the uniqueness and attractiveness of tourism villages in NTB?
5. What strategies can be implemented to strengthen the role of local wisdom in sustainable tourism village management?

This review is expected to provide academic contributions to understanding the link between local wisdom and tourism village management and to offer evidence-based recommendations for enhancing local-wisdom-based tourism governance in NTB. Additionally, the findings aim to offer practical implications for policymakers, tourism village managers, and local communities in improving the competitiveness and sustainability of tourism villages in NTB.

## 2. METHODS

This study employed a Systematic Literature Review (SLR) approach to identify, evaluate, and analyze the role of local wisdom in the development of tourist villages in West Nusa Tenggara (NTB). The SLR method was chosen because it enables the construction of a comprehensive, evidence-based understanding drawn from a range of previous studies. The review process was carried out through four main stages: literature identification, screening and selection, data analysis, and synthesis of findings.

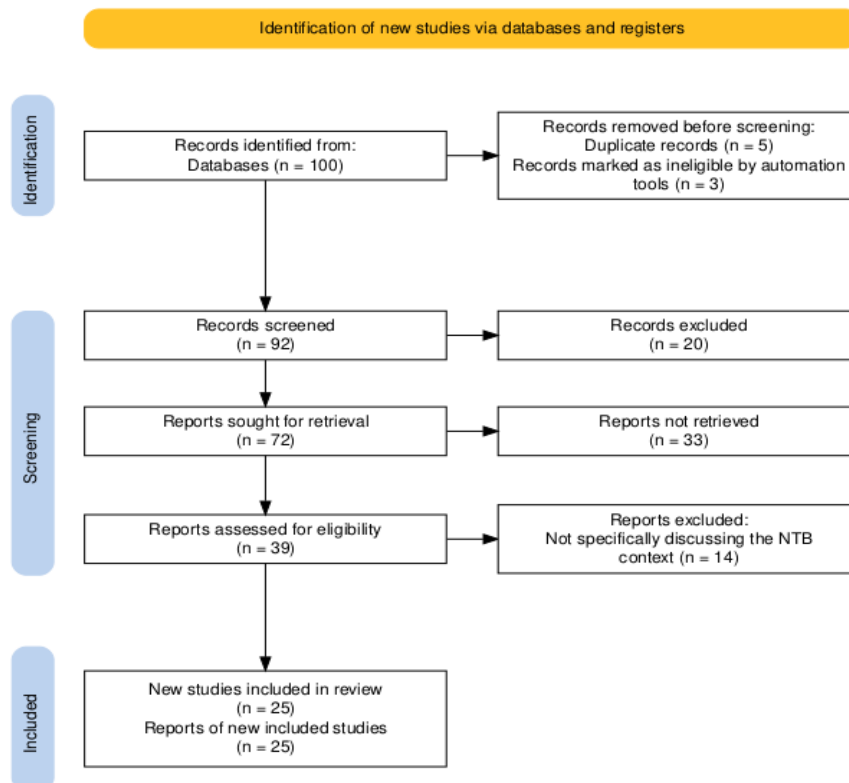
The first stage was literature identification. The search was conducted using the Publish or Perish software by accessing the Google Scholar database. The use of this database was adjusted to match the specific focus of the study on the Indonesian context, particularly in the NTB region. Although international databases such as Scopus or Web of Science offer broader coverage, they were not used in this study due to the limited availability of relevant references directly related to the topic of local wisdom in the management of tourist villages in NTB. It is important to note that expanding database coverage in future research could enhance the completeness and validity of findings. The search used the keyword “local wisdom in the development of tourist villages in NTB” within the publication range of 2020 to 2025, yielding 100 initial articles.

The second stage involved initial screening based on the relevance of titles, abstracts, and keywords, which narrowed the selection to 39 articles. Next, inclusion and exclusion criteria were applied. Articles were included if they: (1) were relevant to the topic, (2) were published in journals indexed at least in SINTA, (3) contained empirical data or systematic reviews, and (4) explicitly discussed the NTB context. Articles that were not fully accessible or not relevant were excluded from the analysis. After the selection stage, 25 articles were deemed eligible for further analysis. The validation of article selection was conducted by the research team through collaborative discussion until a consensus was reached. Disagreements were resolved through rereading and in-depth discussions to maintain consistency and objectivity in the selection process.

The article selection process in this study followed the SLR stages illustrated in Figure 1. This diagram presents a systematic flow beginning with the identification of 100 articles, screening based on title and abstract to 39 articles, and final selection through inclusion and exclusion criteria resulting in 25 articles for further analysis. The diagram adopts the flow structure based on the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) model.

**Figure 1.**

*Flow diagram of article selection in the Systematic Literature Review (based on the PRISMA model)*



The third stage was data analysis. The analysis was conducted qualitatively using a thematic synthesis approach, in which findings from each article were categorized into themes based on five research questions (RQ1–

RQ5). The main focus of the analysis was on how local wisdom is applied, the role of the local community, supporting and inhibiting factors, as well as strategies for strengthening culture-based tourist village development.

The final stage was synthesis of findings. The results of the analysis from the 25 selected articles were presented in the form of tables and thematic narratives aligned with each research question. This approach enabled the identification of best practices and real challenges in implementing local wisdom. Therefore, this SLR is expected to provide both conceptual and practical foundations for developing sustainable policy and management models for tourist villages in NTB.

### 3. RESULTS AND DISCUSSION

#### 3.1. Results

The following presents 25 articles discussing the role of local wisdom in the development of tourist villages in NTB. Detailed information about these articles can be found in Table 1, which includes the authors, publication year, article title, main findings, and the research questions addressed in each article

**Table 1**

*Articles Discussing the Role of Local Wisdom in the Development of Tourist Villages in NTB*

No	Authors & Year	Article Title	Main Findings	RQ
1	Pattaray (2021)	<i>Wisata Petualangan Berbasis Kearifan Lokal di Sumbawa</i>	Sumbawa has the potential for culture and nature-based tourism. Development strategies include tour packages, human resource development, and collaboration.	RQ1–RQ5
2	Hadi & Widyaningrum (2022)	<i>Pemetaan Potensi dan Tantangan Desa Wisata Pengadangan Barat</i>	The village has cultural and nature tourism potential but faces human resource and infrastructure constraints. It is recommended to enhance capacity and communication with stakeholders. The application of community-based	RQ1–RQ3
3	Putra et al. (2022)	<i>Pengembangan Desa Wisata Pakuan melalui CHSE</i>	CHSE (Clean, Health, Safety, and Environment) enhances awareness of cleanliness and sustainability. It is supported by infrastructure and human resource training.	RQ1–RQ3
4	Amrina et al. (2022)	<i>Tipologi Sosial Masyarakat Desa Sapit</i>	The community demonstrates high solidarity, strong cultural preservation, and openness to digital promotion.	RQ1, RQ2, RQ4
5	Selvia & Danasari (2023)	<i>Strategi Pengembangan Desa Wisata Tetebatu</i>	Desa memiliki atraksi budaya dan alam, namun manajemen belum optimal. Strategi meliputi masterplan, integrasi sektor, dan promosi.	RQ1–RQ5
6	Saputra et al. (2023)	<i>Analisis SWOT Desa Wisata Aik Berik</i>	The village has cultural and natural attractions, but the management is not yet optimal. Strategies include a master plan, sector integration, and promotion	RQ1–RQ3
7	Kasman (2024)	<i>Peran Komunitas dalam Pembangunan Berbasis Kearifan Lokal di Bima</i>	The community is active in cultural preservation, local economic development, and environmental sustainability. A collaborative model with the government.	RQ2
8	Inzana et al. (2021)	<i>Strategi Pemasaran Desa Lantan</i>	The marketing strategy is carried out through SWOT analysis, empowerment of local potential, enhanced promotion, and collaboration among stakeholders. The main challenges are infrastructure and promotion.	RQ3
9	Nugroho & Asriadi (2020)	<i>Potensi dan Problematika</i>	The village has natural and cultural wealth, but is hindered by management	RQ1–RQ5

		<i>Desa Wisata Jurit Baru</i>	issues, low education levels, and conflicts of interest. Collaboration is needed for sustainable development. Cultural preservation is carried out through traditional activities, involving the younger generation, and collaboration with the government. Cultural values are maintained in life and tourism.	
10	Sawaludin et al. (2023)	<i>Kearifan Lokal Masyarakat Sade</i>	Handicraft products made from local materials serve as tourist attractions. The challenges lie in marketing and the quality of traditional culinary products. Support in training and promotion is needed.	RQ1, RQ2, RQ5
11	Hidayat et al. (2024)	<i>Ekonomi Kreatif Desa Gili Indah</i>	The village utilizes herbal gardens and MSME products for wellness tourism. Development strategies include digital promotion, collaboration, and improved facilities.	RQ1, RQ2, RQ4
12	Fitriani et al. (2024)	<i>Strategi Wellness Tourism Desa Wisata Hijau</i>	Sukarara develops cultural and creative tourism. Constraints include facilities and promotion. Strategies include human resource training, strengthening tourism products, and digital promotion. Community participation is driven by a sense of ownership and economic needs. Education and empowerment are key to success in the transition to the tourism sector.	RQ1, RQ2, RQ4
13	Huda et al. (2024)	<i>Strategi Pengembangan Desa Sukarara</i>	Bima City has the potential to be a halal tourism destination. Strategies include promotion, infrastructure improvement, and community support.	RQ1–RQ5
14	Sumardani & Wirmatika (2024)	<i>Partisipasi Komunitas Bonjeruk</i>	Genggelang Village has human resources and natural potential for vanilla agro-tourism. The educational tourism attraction and unique products are supported by a SWOT strategy for sustainable development.	RQ2, RQ3
15	Santoso & Argubi (2020)	<i>Pengembangan Wisata Syariah di Bima</i>	The marketing strategy includes SWOT analysis, goal setting, promotional tactics, and cross-sector collaboration to enhance image and tourism visits.	RQ1–RQ5
16	Astuti et al. (2022)	<i>Agrowisata Vanili Berbasis Kearifan Lokal</i>	The potential for nature and cultural tourism is developed through a community-based strategy, SWOT analysis, and active community involvement in promotion and infrastructure.	RQ1–RQ5
17	Inzana (2021)	<i>Strategi Pemasaran Desa Wisata Lantan</i>	Cultural potential is high, but management is weak. There is a need for human resource training, promotion, and an organizational structure to support the development of cultural tourism.	RQ1, RQ2, RQ4
18	Nurfaizah et al. (2023)	<i>Strategi Pariwisata Berbasis Masyarakat Desa Karang Sidemen</i>	Participatory Rural Appraisal (PRA) enhances community participation in the development of agro-tourism in	RQ1, RQ3, RQ5
19	Pradana et al. (2024)	<i>Pengelolaan Daya Tarik Budaya Dusun Gelumpang</i>		RQ1–RQ5
20	Selvia et al. (2024)	<i>Peningkatan Partisipasi Masyarakat melalui</i>		RQ2, RQ3

		<i>Participatory Rural Appraisal (PRA)</i>	Kekait Village. The main challenges are capital and technological knowledge	
21	Pribadi et al. (2024)	<i>Peran Pentahelix dalam Desa Wisata Bonjeruk</i>	The pentahelix model encourages collaboration among stakeholders. Community empowerment is effective, but maintenance and supervision need to be strengthened.	RQ2, RQ3
22	Busaini et al. (2020)	<i>Peran Pemuda dalam Pariwisata Halal Desa Setanggor</i>	The youth are active in promoting culture and halal tourism. However, they are faced with a lack of training and strategic involvement.	RQ2, RQ3, RQ4
23	Mulyawati et al. (2024)	<i>Desa Wisata Lantan Berbasis Partisipasi</i>	Community involvement is not yet optimal. Community-Based Tourism (CBT) is recommended to make the community the main subject of tourism development.	RQ2, RQ3
24	Widyastuti et al. (2022)	<i>Strategi Pokdarwis Desa Adat Bayan</i>	Pokdarwis utilizes a marketing mix and digital promotion. The challenges include the location's distance and limited promotion. A SWOT strategy is used as a solution.	RQ1–RQ5
25	Marzowan & Murianto (2023)	<i>Pengembangan Budaya di Desa Ketara</i>	The village has cultural and natural wealth. Development is carried out through training, digital promotion, and cross-sector collaboration.	RQ1–RQ3

Based on the analysis of the 25 reviewed articles, several dominant patterns were identified. The most frequently discussed theme is RQ1 (the application of local wisdom), which appears in approximately 80% of the articles. This indicates that the majority of studies place significant attention on how local values and practices are applied in the management of tourism villages in West Nusa Tenggara (NTB). Furthermore, RQ2 (community involvement) and RQ3 (supporting and inhibiting factors) are also widely addressed, reflecting a consistent concern for stakeholder participation and the challenges in implementing community-based programs.

Meanwhile, RQ4 (attractions and uniqueness) and RQ5 (long-term strategies) are relatively less explored compared to other themes. This highlights a research gap in understanding how local wisdom contributes to strengthening the destination's image and in planning sustainable tourism development. Therefore, future studies are encouraged to further explore these aspects so that the integration of local values not only serves a cultural purpose but also enhances competitiveness and long-term sustainability.

### 3. Discussion

#### RQ 1: How is the concept of local wisdom implemented in the management of tourism villages in NTB?

The concept of local wisdom serves as the fundamental basis in managing tourism villages in NTB, playing a central role in harmonizing tourism development with cultural preservation and environmental sustainability. This approach aligns with the principles of Community-Based Tourism (CBT), which positions local communities as the primary actors in the management and development of destinations. Moreover, the concept supports the theory of Cultural Sustainability, emphasizing the importance of maintaining cultural values as living resources that continuously evolve.

First, the preservation of traditional culture is a crucial aspect revitalized through customary practices such as welcoming ceremonies, social sanctions, and the strong mutual cooperation rituals found in villages like Sade Rambitan and Sapit (Sawaludin et al., 2023; Amrina et al., 2022). These practices not only sustain cultural identity continuity but also strengthen social cohesion within the community, serving as key social capital within the CBT framework. For instance, the internalization of CHSE principles in Pakuan Village (Putra et al., 2022) demonstrates how local norms can be integrated into modern tourism governance without compromising local cultural values.

Second, the utilization of natural resources and local products as part of tourism development strategies reflects a synergy between ecological sustainability and community economic empowerment. For example, Kekait Village has developed agro-tourism based on agricultural products and handicrafts that adopt local wisdom (Selvia et al., 2024). This approach reinforces CBT theory, which prioritizes community empowerment through sustainable management of local assets. Additionally, Bayan Customary Village illustrates how customary law

and community-based management can preserve environmental sustainability while strengthening the community's bargaining position in tourism development (Widyastuti et al., 2022; Devi et al., 2020).

Third, the development of educational and thematic tourism forms that integrate traditions and local knowledge, such as vanilla agro-tourism in Genggulang Village and wellness tourism in Bilebante Village, marks the adaptation of local wisdom in the context of the creative economy and health sectors (Astuti et al., 2022; Fitriani et al., 2024). This approach indicates that local wisdom is not a static heritage but continuously evolves according to contemporary needs and tourist preferences, supporting cultural sustainability while diversifying tourism products.

Fourth, cultural and artistic traditions such as traditional dances, Merariq procession, Gendang Beleq drumming, and Nyongkolan ceremonies serve as visual and emotional elements that reinforce the identity of tourism villages, contributing to an authentic and culturally rich visitor experience (Marzowan & Murianto, 2023; Nugroho & Asriadi, 2020). This underscores the aesthetic and symbolic aspects of CBT that enrich destination appeal while strengthening local cultural ties.

Fifth, active community participation in tourism village management not only as implementers but also as strategic decision-makers reflects a high level of internalization of local wisdom within tourism governance (Selvia et al., 2024; Amrina et al., 2022). This involvement aligns with CBT principles that emphasize community empowerment as the key to sustainable tourism development.

Finally, marketing strategies that emphasize cultural narratives and local identity as the main attraction strengthen the positioning of tourism villages in the eyes of travelers seeking authentic experiences (Inzana et al., 2021). This approach not only enhances commercial value but also reinforces cultural preservation as a sustainable economic asset.

Thus, the application of local wisdom in the management of tourism villages in NTB is not merely a complement but the core foundation that strengthens social systems, preserves environmental sustainability, and promotes the economic independence of local communities. The synergy between cultural preservation, community empowerment, and creative economic development aligns with the frameworks of Community-Based Tourism and Cultural Sustainability, forming an essential foundation for addressing subsequent research questions related to the impact of local wisdom on community welfare and sustainable tourism in NTB.

## **RQ2: What is the contribution of local communities to the sustainability of tourism villages based on local wisdom in NTB?**

The contribution of local communities in supporting the sustainability of tourism villages based on local wisdom in NTB encompasses social, cultural, economic, and environmental dimensions that are interconnected and synergistic. Within the framework of Community-Based Tourism (CBT), local communities play a central role in managing tourism destinations, focusing not only on preserving cultural values but also on economic empowerment and sustainable environmental management (Pattaray, 2021). This aligns with the principle of Cultural Sustainability, which emphasizes the importance of maintaining cultural continuity as a living and adaptive resource in response to changing times.

As discussed in RQ1, integrating local wisdom into the management of tourism villages forms a strong foundation for active community participation. For example, Sukarara Village demonstrates a tourism management model that internalizes local cultural practices, thereby fostering a sense of ownership and collective responsibility for the sustainability of the destination. This model reinforces the CBT concept that community empowerment through direct involvement in managing cultural and natural resources is key to maintaining social and economic sustainability.

Local institutions such as the Tourism Awareness Group (Pokdarwis) serve as strategic instruments to strengthen community capacity. Pokdarwis not only functions as the executor of tourism activities and promotions but also as a facilitator of training that enhances the skills and knowledge of the community to manage tourism professionally and sustainably (Hadi & Widyaningrum, 2022; Nugroho & Asriadi, 2020). For instance, in Gili Indah Village, the development of creative economy products based on local materials has created new employment opportunities, illustrating how the economic dimension of CBT interacts constructively with cultural and environmental aspects (Hidayat et al., 2024).

Social participation, particularly in communal work (gotong royong) and traditional rituals, is a tangible manifestation of local wisdom preservation and serves as social capital that strengthens community cohesion (Amrina, 2022). This approach not only preserves cultural values as a collective heritage but also builds unique attractions for tourists seeking authentic experiences. Traditional natural resource management practices such as organic farming and water conservation represent concrete examples of integrating local wisdom to sustain the environment (Kasman, 2024; Putra et al., 2022). This simultaneously affirms the connection between CBT and Environmental Sustainability as part of the Cultural Sustainability framework.

Local economic strengthening through MSME training and the development of superior local products also highlights the economic empowerment dimension in the sustainability of tourism villages. Green Tourism Villages such as Bilebante and Sukarara demonstrate how these training programs enhance community capacity

while increasing the added value of local products within the tourism ecosystem (Fitriani et al., 2024; Huda et al., 2024). Community involvement in tourism development planning shows a high level of internalization of local wisdom, where a sense of ownership over development directions further reinforces social and economic sustainability (Kasman, 2024).

Furthermore, the role of youth as agents of change is crucial in the dynamics of sustaining tourism villages based on local wisdom. In villages like Sade, young people not only preserve cultural values but also drive innovation that adapts traditions to contemporary needs, in line with the adaptation concept within Cultural Sustainability (Sawaludin et al., 2023). The educational role of the community in introducing local values to tourists while raising awareness about the importance of preserving culture and the environment underscores the community's function as custodians and developers of community-based tourism (Pradana et al., 2024).

Overall, the contribution of local communities to the sustainability of tourism villages in NTB reflects a participatory and collaborative approach that holistically integrates social, cultural, economic, and environmental aspects. The success of tourism village management is not only determined by natural and cultural potential but also by the social strength and capacity of the community to manage, maintain, and develop the destination sustainably from within, in accordance with the theoretical foundations of CBT and Cultural Sustainability described earlier.

### **RQ3: What factors support and hinder the management of tourism villages based on local wisdom in NTB?**

The management of tourism villages based on local wisdom in NTB is supported by several factors that synergistically strengthen the foundation for the sustainability of community-based tourism. The well-preserved natural beauty, cultural diversity, and preservation of local traditions are the main assets that enrich the attractiveness of tourism destinations, in line with the concept of Cultural Sustainability, which emphasizes the importance of preserving cultural heritage as a sustainable resource (Hadi & Widyaningrum, 2022). As previously discussed in the community contribution (RQ2), active community participation through institutions such as Pokdarwis (Tourism Awareness Groups) strengthens social cohesion and the collective capacity for tourism village management (Selvia & Danasari, 2023; Inzana et al., 2021).

Other supporting factors include the existence of regulations and government programs that provide institutional frameworks and training based on local potential. This support enables community capacity building while creating a conducive environment for sustainable tourism development (Inzana et al., 2021). In the digital era, technological advancements open new opportunities for communities to promote and market tourism villages widely and effectively through digital platforms. Collaboration with external institutions, such as TNGR and the private sector, also strengthens the resources and technical capacity of the community (Hadi & Widyaningrum, 2022). This collaborative approach aligns with the principles of Community-Based Tourism (CBT), which positions the community as both controllers and partners in destination management.

However, several real obstacles still hinder the management of tourism villages based on local wisdom. Limitations in physical infrastructure, such as difficult access roads, inadequate public facilities, and supporting amenities like toilets and lodging, are major challenges in ensuring tourist comfort and service quality (Putra et al., 2022; Saputra et al., 2023). These obstacles not only affect the tourist experience but also impact the overall competitiveness of the destination.

Another significant constraint is the low capacity of human resources, especially in management, service, and promotion. This limitation reduces the effectiveness of managing and developing local potential as explained in RQ2 (Selvia & Danasari, 2023). Furthermore, limited capital and investment access hinder the development of supporting facilities and MSMEs that could strengthen the local economy. The absence of adequate financing schemes and strategic partnerships slows innovation in tourism villages and limits sustainability.

Moreover, weak coordination among stakeholders from government, community, to private sector often results in unsynchronized policies and hampers program implementation (Pradana et al., 2024). Complex social dynamics also arise due to resistance from some traditional leaders who fear that tourism development might threaten local cultural values (Hadi & Widyaningrum, 2022). This highlights the need for inclusive and adaptive dialogue so that all parties feel involved and share a common interest in preserving cultural and environmental sustainability.

Thus, the management of tourism villages based on local wisdom in NTB has great potential to develop if supported by a collaborative approach that strengthens synergy between communities, government, and the private sector. Optimizing supporting factors must be balanced with strategies to mitigate obstacles through capacity building, sustainable infrastructure development, and ongoing multi-stakeholder dialogue. This approach not only reflects the implementation of CBT theory, which emphasizes community empowerment, but also upholds the principles of Cultural Sustainability in preserving and developing cultural heritage as the foundation for sustainable tourism.

### **RQ4: How does local wisdom contribute to enhancing the attractiveness and uniqueness of tourism villages in NTB?**



Local wisdom plays a central role in shaping the character and uniqueness of tourism villages in NTB, serving as the main foundation that distinguishes these destinations from other tourist spots. By utilizing authentic and living cultural heritage, tourism villages in NTB are able to offer tourism experiences that are not merely recreational but also meaningful in educational and spiritual terms. Various cultural expressions such as traditional ceremonies, architecture, folklore, and local performing arts function as core elements in attracting tourists while strengthening the identity of the local community.

For example, Hidayat et al. (2024) explain that the coconut shell crafts in Gili Indah Village are not just creative products but also cultural representations that enrich the tourism value. Meanwhile, Amrina (2022) describes how the tradition of mutual cooperation (*gotong royong*) and active youth participation in customary rituals in Sapit Village create authentic and meaningful tourist attractions, demonstrating strong social ties as part of the appeal. Additionally, weaving festivals, traditional music, *peresean* (traditional martial arts), and customary dances serve as interactive spaces that allow tourists to directly experience the richness of local culture (Huda et al., 2024).

Local wisdom not only adds aesthetic and emotional value to tourism destinations but also enriches visitors' experiences holistically by inviting them to understand values of togetherness, harmony with nature, and preservation of cultural heritage passed down through generations. This strengthens the competitiveness of tourism villages in NTB by providing differentiation that is difficult for other destinations to imitate.

Furthermore, the role of local wisdom aligns with the supporting factors of community-based tourism management discussed in RQ3, namely active community participation and local capacity building. By placing culture at the core of tourism development, local wisdom serves as a bridge between cultural preservation and economic development, while maintaining the continuity of culturally insightful and sustainable tourism.

Thus, local wisdom is not only the main attraction but also a social and cultural capital that strengthens the sustainability of tourism villages in NTB, connecting social, economic, and environmental aspects within an inclusive and effective tourism management framework.

#### **RQ5: What strategies can be applied to strengthen the role of local wisdom in the sustainable management of tourism villages?**

Strengthening the role of local wisdom in sustainable tourism village management requires a comprehensive, adaptive strategy grounded in the needs and potentials of the local community. This strategy not only focuses on cultural preservation but also integrates local values into an inclusive, professional, and competitive modern tourism system. Based on literature review, five main strategic approaches can be applied:

First, human resource capacity development is a key factor for success. Training that covers tourism management, hospitality services, cultural interpretation, and foreign language skills is necessary to improve service quality without sacrificing the authenticity of local culture. Pattaray (2021) emphasizes that capacity building must be based on local potential and wisdom so that the community remains the main actor in managing the tourism village.

Second, strengthening local institutions such as Tourism Awareness Groups (*Pokdarwis*) and Customary Institutions needs to be encouraged to become more professional and independent. Guidance in governance, preparation of culturally-based strategic plans, and empowerment of community leaders in decision-making are important steps. Selvia & Danasari (2023) highlight the importance of integrating customary institutions and tourism organizations to ensure cultural preservation aligns with local economic development.

Third, utilization of information technology for promotion and cultural education is crucial in the digital era. Social media, tourism village websites, and other online platforms can be used to present cultural narratives and local wisdom in an engaging and interactive way. Nugroho & Asriadi (2020) stress the importance of digital content that highlights local uniqueness to attract tourists, especially millennials who seek authentic experiences.

Fourth, cross-sector collaboration among communities, government, academia, and business actors must be strengthened. This cooperation includes preparing culturally-based tourism village master plans, providing access to funding for local MSMEs, and partnerships with universities for research and innovation of tourism products based on local wisdom (Putra et al., 2022). Such collaboration is essential to create an inclusive, competitive, and sustainable tourism ecosystem.

Fifth, enhancing cultural education for tourists through cultural interpretation programs, homestays, or live-in tourism can broaden understanding and appreciation of local values. Interactive experiences, such as participating in traditional ceremonies, learning weaving, or tasting traditional food, not only add value to tourism but also strengthen the identity and attractiveness of tourism villages (Fitriani et al., 2024).

Overall, strategies to strengthen local wisdom should be designed as an integral part of a sustainable development approach that places culture at the center. Local values are not only preserved but also empowered as the foundation of innovation and competitiveness for tourism villages in NTB. Thus, local wisdom will evolve into a transformative force capable of creating sustainable, character-rich, and community-based tourism.

#### 4. CONCLUSIONS AND SUGGESTIONS

A systematic review of 25 articles shows that local wisdom plays a strategic role in various aspects of tourism village development in NTB. First, local wisdom serves as the foundation for preserving culture and local identity, which become the main attractions for tourists. Second, the values of local wisdom support sustainable natural resource management, such as through traditional agricultural practices and customary territorial zoning systems. Third, the success of tourism village development heavily depends on the level of community participation, especially through the active roles of tourism awareness groups (Pokdarwis), youth, and traditional leaders. Fourth, several challenges exist, including weak coordination among stakeholders, low human resource capacity, and inadequate infrastructure and supporting technology. Lastly, strategies to strengthen tourism villages based on local wisdom include culture-based training, master plan development, digital promotion, and multi-stakeholder (pentahelix) collaboration involving government, community, academics, business actors, and media.

Based on these findings, it is recommended that the management of tourism villages based on local wisdom in NTB be continuously strengthened with a focus on improving human resource capacity through training that integrates local cultural values. In addition, the development of adequate infrastructure and supporting technology is necessary to facilitate professional tourism promotion and management. Strengthening coordination among stakeholders is also crucial to ensure effective synergy in tourism village management. Future research should conduct longitudinal studies to assess the long-term impacts of local wisdom-based tourism village management on the social, economic, and cultural aspects of the community. Furthermore, comparative studies between regions with similar cultural characteristics and tourism potentials could provide deeper insights into effective strategies for sustainable tourism village development.

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