



## **THE ROLE OF LOCAL WISDOM IN THE MANAGEMENT OF VILLAGE TOURISM IN NAGARI SUMPUR, BATIPUH SELATAN DISTRICT, TANAH DATAR REGENCY, WEST SUMATRA PROVINCE**

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### **Abstract**

*Nagari Sumpur is a tourist village that still preserves Minangkabau cultural heritage, but faces challenges in terms of youth participation and balancing modernization with tradition preservation. This study aims to examine the role of local wisdom in tourism management in Nagari Sumpur and formulate strategies for sustainable culture-based tourism development that involves active community participation. The method used is descriptive qualitative with data collection techniques through in-depth interviews, participatory observation, and documentation. Data analysis techniques were carried out using thematic coding and source triangulation to obtain the validity of the findings. The research results indicate that traditions such as Randai, Traditional Silat, and Makan Bajamba can be developed into cultural tourism attractions without losing their authentic value. With a participatory approach, Nagari Sumpur has the potential to become a model for sustainable tourism villages based on local wisdom that preserves cultural identity while improving community welfare.*

**Keywords:** Local wisdom, Tourism village, Sumpur Village, Sustainable tourism

## A. Introduction

Tourism is one of the fastest growing economic sectors in Indonesia and has made a major contribution to the economy. The Indonesian government continues to promote the development of new targets to reduce boredom and dependence on several tourist destinations that have been negatively affected by popular tourism. One of the most important strategies is to strengthen tourist villages that aim to create more dynamic and common destinations and local wisdom (Paliimbunga et al., 2018).

Nagari Sumpur, located in Batipuh Selatan Subdistrict, Tanah Datar Regency, West Sumatra, is one of the tourist villages with great potential. However, this village still faces various challenges in managing and preserving its cultural heritage. There is natural beauty, 68 Rumah Gadang units and various Minangkabau customs. This is maintained as the main attraction of the village as a tourist destination based on local wisdom. However, there is a risk that these cultural values have changed in the course of globalization and modernization, especially because the younger generation considers tradition less relevant in today's life (Damanik et al., 2013).

The development of local tourist villages from local wisdom has a major impact on local communities, both from the perspective of economic, social and cultural communities. In the context of sustainable tourism, local traditions and integration into tourism not only enhance tourist attractions but also protect cultural identity and ecological balance (Aulia et al., 2021). The Minangkabau philosophy, "Alam Tagambang menjadi seorang guru," is the basis for the community to carefully manage natural resources in accordance with the concept of ecotourism and environmental protection.

This study aims to examine the role of local wisdom in tourism management in Nagari Sumpur, with a focus on identifying and documenting cultural values that support sustainable tourism development. In addition, this study also aims to formulate tourism development strategies that encourage active participation of the local community in the management process. (Mawardi et al., 2020), sustainable tourism is an effort to minimize the negative impacts of tourism activities on the local environment and culture, while maximizing economic and social benefits for the surrounding community. We hope that this study will not only have a positive economic effect, but can also make a real contribution to the creation of a tourism village model so that it will ensure ecological sustainability, strengthen the cultural identity of the sample nagari community and become a reference for the development of sustainable tourism villages in Indonesia.

## B. Methodology

### 1. Research Design

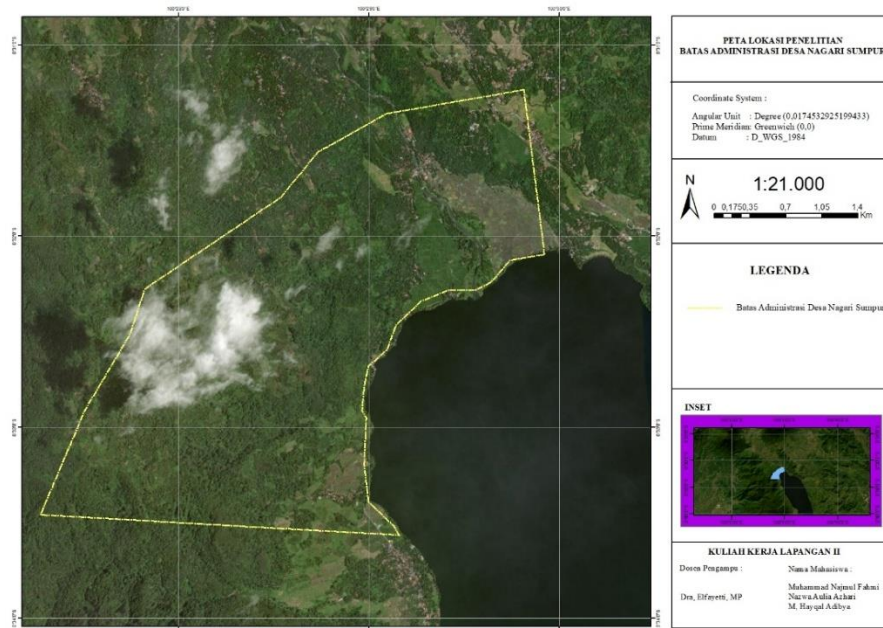
This research was conducted in Sumpur Village, located in Batipuh Selatan District, Tanah Datar Regency, West Sumatra Province. This village is a village that has tourism potential based on local wisdom that is still maintained. Geographically, this village is surrounded by fertile mountains and rivers that are important elements in the life of its community. With a location between 0°30' to 0°35' South Latitude and 100°30' to 100°35' East Longitude, this village has a tropical climate with an average temperature ranging from 22°C to 32°C and high rainfall throughout the year. These geographical conditions provide support for the development of ecology-based tourism, as well as increasing cultural values that are passed down from generation to generation.

### 2. Instruments

This study aims to integrate local wisdom into tourism management so that its development can be sustainable and provide tangible benefits to the local community. Esariti et al. (2023), in their study of Lerep Tourism Village in Semarang Regency, revealed that local wisdom-based tourism management emphasizes the active participation of the community in preserving nature and the sustainability of local resources.

This research involves various parties as subjects, namely the community of Nagari Sumpur, traditional leaders who play an important role in preserving cultural values, tourism managers who act as drivers in village development strategies, and tourists who provide their perspectives and experiences during their visits to the village. Hidayatullah et al. (2021) stated that the preservation of local culture in the context of sustainable tourism is not only a tourist attraction but also strengthens the identity of the local community. In line with this, Sugiyarto et al. (2018) emphasized that the development of tourism based on culture and local wisdom not only increases economic value but also serves as a means of preserving cultural heritage as a community identity.

In data collection, this study used three main instruments: interviews, observations, and documentation. In-depth interviews were conducted with the community, traditional leaders, and tourism managers to explore their views on local wisdom and involvement in tourism management. Focus group discussions were also used to identify the potential and challenges faced in realizing culture-based tourism. Additionally, direct observations were conducted on community activities that still uphold traditions in their daily lives, while documentation was used to record cultural activities, local artifacts, and forms of traditional wisdom that are still alive in the community.



**Figure 1. Research Location Map**  
(Source: Data Processing 2025)

### 3. Technique of Data Analysis

The method used in this study is qualitative with a descriptive approach to comprehensively understand the forms of local wisdom that still exist and how to integrate them into tourism management. (Magfirah et al., 2017), local wisdom-based tourism management not only involves the community as the main actors, but also as guardians of the cultural values that are the tourist attraction itself. This approach facilitates an in-depth analysis of the social, cultural, environmental, and economic aspects that underlie tourism management in Nagari Sumpur. The community service process begins with a preparation stage that includes determining the objectives and scope of the research, consulting with traditional leaders to understand in more detail the cultural aspects that need to be considered, and compiling research tools such as interview guides, observation sheets, and documentation analysis. After preparation, data collection is continued through in-depth interviews with local people who provide views on their participation in village tourism, interviews with traditional leaders who explain traditional values and their philosophy in community life, and interviews with tourism managers who discuss strategies to maintain a balance between modernity and cultural preservation.

Participatory observation is an important element in the research process, where researchers participate in various community activities such as traditional ceremonies, traditional art performances, and interactions between the community and visiting tourists. This allows for a deeper understanding of the cultural practices that are still maintained and how local wisdom can become a tourist attraction. In addition, a documentation study was conducted by collecting historical records and customary regulations related to tourism management that provided broader insight into the system in the village. (Jannah et al., 2024), local wisdom provides a unique and authentic experience for tourists, thereby increasing visitors' interest in coming to tourist destinations. After the data was collected, analysis was carried out using a coding method to identify the main themes that emerged, as well as a comparative approach to evaluate the consistency of data from various sources. Validation of the results was carried out using the triangulation method to ensure the accuracy of the findings and their suitability to community conditions.

In the final section, the results of the study will be summarized in a report that includes

findings related to local wisdom that can be developed to support sustainable tourism, suggestions for increasing community participation in tourism management, and approaches that can be applied to maintain a balance between cultural preservation and the needs of tourists. This activity is expected to have a positive impact, such as increasing public awareness of the importance of cultural preservation, strengthening the role of the younger generation in tradition, and contributing to the development of Nagari Sumpur as a tourism village based on local wisdom and sustainability.

### C. Findings and Discussion

#### 1. Findings

Community service conducted in Nagari Sumpur, Batipuh Selatan District, Tanah Datar Regency, West Sumatra Province focuses on the integration of local wisdom in the management of culture-based tourism. During the mentoring process, various activities were carried out to explore and understand how local communities maintain their traditions, as well as how customary values can be adapted in the context of sustainable tourism.

Community mentoring begins by directly involving the community through in-depth interviews with traditional leaders, tourism managers, local residents, and also tourists. The goal is to understand the role of local wisdom in everyday life. In addition, community discussions were held to involve various elements of society in exploring the potential of the village as a culturally rich tourist destination, as well as discussing the challenges faced in maintaining the preservation of traditions.

Technical actions taken include collecting information on traditions that still exist, such as Randai, Traditional Silat, Makan Bajamba, and the management of Rumah Gadang homestays. Direct observation of community interactions in tourism activities was also carried out. Documentation studies on customary regulations that are still used are part of the strategy to gain a deeper understanding of the tourism management system based on local wisdom. During the mentoring process, social changes began to be seen in various aspects of society, especially in the awareness of the younger generation regarding the importance of preserving traditions and culture. Residents began to realize that customs that had previously been considered ancient actually had economic value and could be part of a tourism program that attracted tourists. This new awareness became the first step towards social change, where the younger generation showed interest in contributing to the preservation of customs, such as becoming tour guides that focused on culture or being involved in educational programs regarding the history and philosophy of Rumah Gadang.



*Figure 1. The Gadang House in Sumpur Village*

Furthermore, a number of new local leaders emerged who played an active role in supporting culture-oriented tourism initiatives. Several traditional figures and tourism object managers began to take a more important role in ensuring the sustainability of tourism programs that prioritized cultural preservation, including facilitating educational tourism activities for tourists and encouraging local communities to participate more actively in managing village tourism.

Nagari Sumpur has significant potential as a tourist location that relies on local wisdom. The authenticity of Minangkabau culture that is still maintained, the existence of Rumah Gadang

as a homestay, and traditions that continue to be active in community life make this place attractive to tourists who want to experience an authentic experience. However, even though this village has been classified as an Advanced Tourism Village, challenges remain, especially in maintaining cultural values so that they do not fade due to modernization and increasing the involvement of the younger generation in preserving traditions.

One of the important things found in this study is the variety of local wisdom that can be applied in tourism management. Traditions such as Randai, Traditional Silat, Makan Bajamba, and Manjalo Ikan Bilih are not only symbols of community identity, but also have high educational value for visitors. Tourists who come to Nagari Sumpur are not only presented with beautiful views, but are also invited to participate in the cultural life of the local community. Staying at Rumah Gadang provides a 'returning home' experience, where visitors can feel how daily life is lived with strong family ties.

However, the main challenge that has emerged is the change in the way the younger generation views local culture. Some traditions are starting to be abandoned because they are considered no longer in line with modern times. The role of Ninik Mamak as protectors of customs is very important to ensure that cultural values are maintained. The traditional leaders interviewed in this study emphasized that the awareness of the younger generation regarding customs must always be increased so that cultural heritage remains alive and does not just become historical memories. From the perspective of tourism managers, they see the importance of carefully combining modernization and local wisdom. Culture-based tourism programs have been implemented, but need to be strengthened in marketing and management strategies so that tourists better understand the values contained in Minangkabau traditions. The annual cultural festival proposed in this study could be one way to introduce local culture to tourists in a wider scope and also to increase public interest in preserving traditions. Apart from the cultural side, natural attractions are also a major aspect in Nagari Sumpur.

The beauty of Lake Singkarak provides an opportunity for ecological-based tourism that supports environmental sustainability. Agricultural tourism, such as high-quality sapodilla gardens, is an added value for this village. Tourists who come will not only enjoy the beautiful scenery but can also participate in various educational activities that introduce the lifestyle of the local community. Based on interviews with visitors, they highly appreciate the authenticity of the culture and the friendliness of the residents. However, they also provide suggestions for improving tourism facilities, especially related to access to several natural locations and the delivery of information about the philosophy of Minangkabau customs. With improved facilities and more interactive tour packages, Nagari Sumpur can further enhance the experience of tourists while strengthening its identity as a tourist village that prioritizes local wisdom.

The results of this study indicate that Nagari Sumpur has great potential to grow as an example of sustainable tourism, but a detailed plan is needed to maintain a balance between cultural preservation and progress. With proper management, Nagari Sumpur will not only become a major tourist destination in West Sumatra, but can also be an example for other tourist villages in Indonesia in preserving culture and improving the welfare of residents through the tourism sector.

## *2. Discussion*

In theory, the results of this service strengthen the idea of community-based tourism, where the community is expected to take over an important role in managing the tourism sector (Damanik et al., 2013). Tourism villages that focus on community involvement tend to have better sustainability because residents feel ownership and participation in the development process.

This finding is also in line with the theory of culturally based tourism management, which shows that tourism villages not only provide natural beauty but also preserve traditional values so that they are not eroded by modernization in tourism (Aulia et al., 2021). The level of community awareness to maintain a balance between the tourism economy and cultural preservation reflects a social change in the community's perspective, which is in line with (Palimbunga's et al., 2018) view regarding the importance of local community participation in preserving cultural identity.

In addition, changes in community attitudes indicate that local wisdom not only functions as a tourist attraction but also strengthens the social structure of the community. This supports the theory that preserving traditions can be a source of economy and social identity for tourism communities (ISTiyanti and Community Publication of the Research Institute, 2020).



This study well demonstrates how the integration of local wisdom can be an important step in sustainable tourism management, as well as how community awareness of the importance of cultural preservation can support broader social transformation. By using a participatory approach and a community-based tourism model, Nagari Sumpur has great potential to develop into a tourism village rich in local wisdom, which not only maintains its identity but also provides economic benefits to the community.

#### D. Conclusion

This study shows that the integration of local wisdom in tourism management in Nagari Sumpur plays an important role in supporting sustainable tourism development and strengthening the cultural identity of the community. Traditions such as Randai, Traditional Silat, Makan Bajamba, and the use of Rumah Gadang as homestays are not only tourist attractions but also means of cultural education and preservation of ancestral heritage. Active community participation, including the role of Ninik Mamak and traditional leaders, has proven crucial in maintaining a balance between modernization and the preservation of traditional values. With the right strategies, such as cultural festivals, strengthening experience-based tourism packages, and educating the younger generation, Nagari Sumpur has great potential to become a model for a locally-based tourism village that not only attracts tourists but also provides economic and social benefits for the local community.

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