

## Planning process of sustainable village tourism masterplan based on local wisdom in Sutojayan Village, Malang Regency

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**Abstract.** This study examines the planning process of a sustainable village tourism master plan based on local wisdom in Sutojayan Village, Pakisaji District, Malang Regency. A deductive rationalistic approach was applied, with data collected through field observations, in-depth interviews, questionnaires, and Focus Group Discussions (FGDs) involving local residents, village officials, and community leaders. The results indicate that Sutojayan Village possesses considerable tourism potential derived from its natural landscapes, traditional agricultural practices, and local cultural assets. Community participation in the planning process reached 80%, while government support in the form of training programs and basic facility provision accounted for approximately 70%, highlighting the need for improvements in budget allocation and infrastructure quality. Key recommendations include the development of thematic tourism, enhancement of infrastructure capacity, tourism management training, and environmental education for younger generations. A well-structured master plan grounded in local wisdom is expected to promote sustainable tourism development and improve community welfare.

**Keywords:** *Community Participation; Local Wisdom; Masterplan; Sustainable Village Tourism*

## 1. Introduction

Tourism is one of the strategic sectors that play an important role in economic development in rural areas. Villages in Indonesia have great potential to develop into sustainable tourism destinations based on local wisdom. According to Andari [1], local wisdom in this context refers to values, traditions, customs, and cultural practices passed down from generation to generation. The operational definition of local wisdom in this study includes three main elements expressed by Suryani [2]: (1) values and norms that govern social behavior in managing natural and cultural resources, (2) cultural practices such as customary rituals and traditional arts that strengthen community identity, and (3) local knowledge systems relating to how communities maintain environmental and social balance [3]. Recent studies have shown that applying local wisdom in tourism management can strengthen destination attractiveness and support local communities' economic and cultural sustainability [4].

Sutojayan Village, Pakisaji Subdistrict, Malang Regency, is one example of a village with great potential to develop local wisdom-based tourism. Šťastná [5] argued that this village possesses a rich culture, traditions, and handicrafts, which can serve as a unique tourist attraction. However, according to Dema [6], managing tourism while actively involving the community presents a challenge that requires careful consideration to ensure economic, social, and environmental sustainability. Muryanti [7] added that a systematic and structured master plan is an important requirement in this effort. The active participation of the community in the preparation of the master plan is crucial to ensure sustainability and a sense of belonging to the developed tourism program.

This study analyzes the planning process of a sustainable village tourism master plan based on local wisdom in Sutojayan Village. This analysis considers several key indicators, including community participation in decision-making, measured by the level of involvement in village deliberation forums [8], utilization of local potential, assessed by the number and type of cultural-based activities implemented, as described by Muryanti [7], and aspects of environmental and social sustainability, evaluated by the maintenance of green areas and participation in social activities [9]. In addition, this research highlights the importance of strengthening community capacity to understand and optimize their local potential in sustainable tourism management, as stated by Pramanik [10].

This research is urgent due to the lack of comprehensive studies exploring the planning process of village tourism master plans that prioritize local wisdom as a central element in sustainable destination management strategies. Jung [11] explained that most previous studies focused on general aspects of tourism planning without deeply exploring how local wisdom can serve as the primary foundation in the process. According to Rahmafitria [12], this gap must be addressed by building a strong and measurable theoretical framework for adopting local wisdom values in the planning process, such as mapping cultural resources and

measuring local community participation. Amam [13] emphasized that the importance of a straightforward theoretical approach can strengthen the effectiveness of planning. Therefore, this research fills the gap by thoroughly examining how local wisdom can be integrated into a structured and sustainable planning process, clarifying the planning steps and the measurement tools used [14]. Thus, this research contributes to tourism development in Sutojayan Village and can serve as a reference for other villages that wish to adopt similar concepts in developing their tourism potential [15].

## 2. Methods

The research method used in this study is a rationalistic deductive approach applied in the context of local wisdom-based village tourism development. This approach allows the application of general theory to specific situations and identifies general patterns of specific phenomena through empirical observation.

### 2.1. Study area

This research's study area is Sutojayan Village, Pakisaji Subdistrict, Malang Regency. Researchers selected this village for its significant tourism potential, strong foundation in local wisdom, and well-defined administrative structure.

### 2.2. Data collection

Primary data was collected through four main methods: site survey, in-depth interviews, questionnaires for communities and village officials, and focus group discussions (FGDs).

### 2.3. Field observation

Researchers conducted site surveys using structured observation sheets as shown in Table 1 to measure variables such as the village's physical condition, identified tourism potential, utilization of tourism infrastructure, and ongoing cultural activities. The instrument used included an observation guide based on the indicators of Diéguez-Castrillón [16] which include accessibility, facilities, tourist attractions, and environmental sustainability.

**Table 1.** Field observation grid.

No.	Variable. Indicator	Operational Definition	Instruments/Measuring Tools	Measurement Scale	Data Collection Technique	Reference
1	Village Physical Condition	Physical features of the area, such as topography, vegetation, and landscape	Structured Observation Sheet	Ordinal (1 = Very Poor, 5 = Very Good)	Direct Observation	Rajčević [17]
2	Tourism Potential	Identifying tourism objects with development potential	Observation Sheet and Field Notes	Ordinal (1 = Not Potential, 5 = Very Potential)	Direct Observation	Seočanac [18]

No.	Variable. Indicator	Operational Definition	Instruments/Measuring Tools	Measurement Scale	Data Collection Technique	Reference
3	Tourism Infrastructure Utilization Rate	Use of facilities such as roads, parking lots, and accommodation	Structured Observation Sheet	Ordinal (1 = Not Utilized, 5 = Highly Utilized)	Direct Observation	Apriyanti [19]
4	Cultural Activities	Cultural activities that take place in the village	Observation Sheet and Photo Documentation	Ordinal (1 = Very Minimal, 5 = Very Active)	Direct Observation	Yuli [20]
5	Accessibility	Ease of access to and within the tourism village	Structured Observation Sheet	Ordinal (1 = Difficult to Access, 5 = Very Easy)	Direct Observation	Zolotarev [21]
6	Environmental Sustainability	Efforts to preserve the surrounding environment	Structured Observation Sheet	Likert (1 = Very Low, 5 = Very High)	Direct Observation	Gonda [22]
7	Tourist Facilities	Availability of supporting facilities such as toilets, eating places	Structured Observation Sheet	Ordinal (1 = Not Available, 5 = Very Complete)	Direct Observation	Simanihuruk [23]
8	Tourist Attraction	The uniqueness and attractiveness of tourist attractions based on aesthetics and cultural values	Structured Observation Sheet	Ordinal (1 = Not Interesting, 5 = Very Interesting)	Direct Observation	Tang [24]

#### 2.4. In-depth interviews

In-depth interviews were conducted to collect qualitative data on community participation, local potential utilization, and challenges in village tourism planning by involving community leaders, local government representatives, and tourism businesses. The instrument details for in-depth interviews can be seen in Table 2 below.

**Table 2.** In-depth interview instrument grid.

No.	Variable/Indicator	Operational Definition	Interview Questions	Instruments/Measuring Tools	Data Collection Technique	Subject	Encoding	Reference
1	Community Participation	Level of citizen involvement in planning and decision-making	How actively are residents involved in village planning activities?	Qualitative Interview	In-depth Interview	Community Leaders	PM1, PM2, PM3	[25]

No.	Variable/Indicator	Operational Definition	Interview Questions	Instruments/Measuring Tools	Data Collection Technique	Subject	Encoding	Reference
2	Utilization of Local Potential	Level of utilization of natural and cultural resources for tourism	How do communities utilize local potential for tourism development?	Qualitative Interview	In-depth Interview	Community Leaders	PPL1, PPL2, PPL3	[26]
3	Government Support	The role of government in supporting village tourism development	What support does the government provide in tourism development?	Qualitative Interview	In-depth Interview	Village Devices	DP1, DP2, DP3	[27]
4	Planning Constraints	Factors that hinder the village tourism planning process	What are the obstacles faced in the tourism planning process?	Qualitative Interview	In-depth Interview	Community Leaders & Village Officials	KP1, KP2, KP3	[28]
5	Tourism Sustainability	Efforts to maintain a balance between economy, society, and environment	What steps are taken to maintain the sustainability of village tourism?	Qualitative Interview	In-depth Interview	Community Leaders & Village Officials	KW1, KW2, KW3	[29]
6	Expectations and Suggestions	Community expectations and input related to tourism development	What are your hopes and suggestions for village tourism development?	Qualitative Interview	In-depth Interview	Community Leaders	HS1, HS2, HS3	[30]

## 2.5. Questionnaires for community and village officials

Researchers used questionnaires to collect quantitative data from the community and village officials on community participation, local potential utilization, and government support. The questionnaire was structured using a Likert scale to measure the level of participation and responses to the variables under study. The instrument details for questionnaire can be seen in Table 3 below.

**Table 3.** Questionnaire instrument grid.

No.	Variable/Indicator	Operational Definition	Questionnaire Statement	Instruments/Measuring Tools	Measurement Scale	Data Collection Technique	Subject	Encoding	Reference
1	Participation in Planning	Level of community involvement in village tourism planning	I am actively involved in village tourism planning meetings and activities.	Closed Questionnaire	Likert (1-5)	Self-Completion	Community	PP1, PP2, PP3	[25]

No	Variable/Indicator	Operational Definition	Questionnaire Statement	Instruments/Measuring Tools	Measurement Scale	Data Collection Technique	Subject	Encoding	Reference
2	Participation in Evaluation	Level of community contribution in evaluating tourism activities	I often provide input in the evaluation of the village tourism program.	Closed Questionnaire	Likert (1-5)	Self-Completion	Community	PE1, PE2, PE3	[31]
3	Utilization of Natural Potential	Level of utilization of potential natural resources for tourism development	The natural potential of the village is utilized optimally in supporting tourism.	Closed Questionnaire	Likert (1-5)	Self-Completion	Community	PPA1, PPA2, PPA3	[32]
4	Utilization of Cultural Potential	Level of utilization of cultural heritage to support tourism activities	Cultural potential such as arts and traditions are maximally utilized to support village tourism.	Closed Questionnaire	Likert (1-5)	Self-Completion	Community	PPB1, PPB2, PPB3	[33]
5	Government Support in Facilitation	The role of government in supporting tourism activities	The government provides adequate facilities and amenities to support village tourism activities.	Closed Questionnaire	Likert (1-5)	Self-Completion	Village Devices	DPF1, DPF2, DPF3	[34]
6	Government Support in Coaching	The government's role in providing education and training to the community	The government provides regular training to increase the capacity of the community in managing tourism.	Closed Questionnaire	Likert (1-5)	Self-Completion	Village Devices	DPB1, DPB2, DPB3	[35]
7	Tourism Infrastructure	Availability of supporting facilities in the tourist area	Facilities such as public toilets, parking lots, and information centers are in good condition and accessible to all.	Closed Questionnaire	Likert (1-5)	Self-Completion	Community	IP1, IP2, IP3	[36]
8	Sustainability of Nature Tourism	Efforts to maintain a balance between tourism development and environmental sustainability	The village tourism program does not damage the natural environment around the village.	Closed Questionnaire	Likert (1-5)	Self-Completion	Community	KWA1, KWA2, KWA3	[37]

No	Variable/Indicator	Operational Definition	Questionnaire Statement	Instruments/Measuring Tools	Measurement Scale	Data Collection Technique	Subject	Encoding	Reference
9	Social and Cultural Sustainability	Efforts to maintain social and cultural balance in tourism development	Tourism activities are able to maintain and preserve local culture.	Closed Questionnaire	Likert (1-5)	Self-Completion	Community	KSB1, KSB2, KSB3	[38]
10	Expectations and Suggestions for Tourism Development	Community expectations and aspirations for village tourism development	I hope there will be improvements in tourism promotion and cooperation with external parties in developing village tourism.	Closed Questionnaire	Likert (1-5)	Self-Completion	Community	HSP1, HSP2, HSP3	[39]

## 2.6. Focused discussion (FGD)

Researchers conducted Focus Group Discussions (FGDs) to explore further findings from site surveys, in-depth interviews, and questionnaires. FGDs involved village communities, government, and tourism actors using a discussion guide to identify tourism potential and develop local wisdom-based strategies. Marrelli [40] states that FGD effectively gathers opinions and builds strategic planning agreements.

## 2.7. Secondary data

Researchers gathered secondary data from institutional reports, local policy documents, and statistical records relevant to the village tourism sector. Secondary data was used to enrich findings from primary data and validated through data triangulation.

## 2.8. Data analysis

This study analyzed the data using quantitative and qualitative approaches for a more comprehensive understanding. The analysis techniques applied included descriptive statistical analysis, correlation analysis, and thematic analysis. The quantitative approach allows the presentation of data objectively through numbers, while the qualitative approach provides deeper insights into the meaning and context behind the research findings.

Descriptive statistical analysis was used to describe the general pattern of data distribution. The data obtained from the questionnaires were processed in frequency distributions, percentages, and average values to provide an overview of the respondents' tendencies toward the variables studied. In addition, correlation analysis using the Pearson Correlation method was used to measure the relationship between the research variables, helping to identify the level of interrelationship between factors that play a role in the phenomenon studied.

Meanwhile, qualitative data obtained through in-depth interviews and group discussions were analyzed using a thematic approach. This process involved identifying key themes, grouping

them into relevant categories, and in-depth interpretation to understand the factors contributing to community participation, utilization of local potential, and the role of government in village tourism development. This combination of approaches provided greater insight regarding numerical data and from the contextual perspective of respondents.

### 3. Result and discussion

#### 3.1. Result

**3.1.1. Physical condition of the village.** Based on the site survey results involving 10 villagers and 5 village officials, the physical condition of Sutojayan Village shows the potential to support the development of nature- and culture-based tourism. The village landscape, which includes green hills, fertile agricultural fields, and diverse topographic conditions, is the main attraction for tourists. This good physical condition is an important asset in developing ecotourism that can attract tourists interested in natural beauty and environment-based activities. However, it was found that some areas require conservation efforts to maintain environmental quality and the sustainability of existing natural ecosystems. Table 4 below presents the results of observations related to the physical condition of the village.

**Table 4.** Physical condition of the village.

Aspects Measured	Number of Respondents	Score/Percentage Result	Recommendation
Village Physical Condition	10 villagers, 5 village officials	Average score 4 (Good)	Need for environmental conservation

**3.1.2. Tourism potential.** The identified tourism potential includes natural beauty, traditional agricultural practices, and local cultural attractions such as regional arts. The natural beauty of green rice fields, hills, and unspoiled rivers offers opportunities to develop as a nature tourism destination. Traditional agricultural practices that residents still carry out can be used as an educational attraction for agricultural tourism. In addition, cultural attractions such as traditional art performances and annual cultural activities are also an added value in attracting tourists who are interested in local wisdom. However, a more targeted promotional strategy is needed to optimize this potential. Table 5 presents the results of observations related to tourism potential.

**Table 5.** Tourism potential.

Aspects Measured	Number of Respondents	Score/Percentage Result	Recommendation
Tourism Potential	Not specific (based on observation)	75% have high potential	Development of thematic tourism

**3.1.3. Level of tourism infrastructure utilization.** Analysis of observational data reveals that the level of tourism infrastructure utilization in Sutojayan Village is in the medium category, with

an average score of 3.5. Facilities such as village roads, parking areas, and other public facilities are available but require increased quality and capacity to support increasing the number of tourists. One of the challenges faced is inadequate accessibility to several potential tourism areas. Improving infrastructure capacity, including better access routes and additional facilities such as information centers and public toilets, will significantly support sustainable tourism development in the village. Table 6 below presents observations related to the level of infrastructure utilization.

**Table 6.** Tourism infrastructure utilization level.

Aspects Measured	Number of Respondents	Score/Percentage Result	Recommendation
Tourism Infrastructure Utilization Rate	10 villagers, 5 village officials	Average score 3.5 (Medium)	Increased facility capacity

**3.1.4. Cultural activities.** In-depth interviews with 3 community leaders revealed that cultural activities such as traditional art performances and local festivals are still actively carried out. These cultural activities showcase the richness of local wisdom, making them valuable attractions for cultural tourism. However, community participation in organizing these cultural events is uneven, with only a few communities actively involved. Structured preservation efforts are needed to increase cultural attractiveness, such as forming a more active arts community and a well-scheduled annual calendar of activities. Table 7 summarizes the observations of cultural activities in Sutojayan Village.

**Table 7.** Cultural activities.

Aspects Measured	Number of Respondents	Score/Percentage Result	Recommendation
Cultural Activities	3 Community leaders	Average score 4	Creation of annual event calendar

**3.1.5. Community participation in planning.** The results of a questionnaire involving 50 villagers and 10 village officials show that community participation in tourism planning is relatively high, with 80% of respondents claiming to be involved in planning discussions and decision-making activities. This high participation reflects the community's awareness of the importance of their role in tourism village development. However, there are still gaps in the community's capacity to manage tourism activities professionally. Therefore, further training in tourism management, digital marketing, and tourism services is needed to ensure more targeted and sustainable management. Table 8 below presents the questionnaire results related to community participation in planning.

**Table 8.** Community participation in planning.

Aspects Measured	Number of Respondents	Score/Percentage Result	Recommendation
Community Participation in Planning	50 villagers, 10 village officials	80% High Participation	Further training on tourism management

**3.1.6. Government support.** Researchers measured government support for village tourism development through questionnaires and interviews with village officials. 70% of respondents stated that the government has provided support through training and basic facilities such as information boards and community-based tourism management training. This support must be increased through a larger budget to expand access to facilities and promote more effectively. In addition, better coordination between the village government and the community is needed in developing sustainable planning. Table 9 below summarizes the observations related to government support in Sutojayan Village.

**Table 9.** Government support.

Aspects Measured	Number of Respondents	Score/Percentage Result	Recommendation
Government Support	50 villagers, 10 village officials	70% Support Available	Increased budget allocation

**3.1.7. Sustainability and environmental preservation.** Observations and focused discussions revealed that efforts to preserve the environment have been carried out well. Programs such as community-based waste management and using local materials to construct tourist facilities have been implemented. However, to maintain long-term sustainability, it is necessary to hold environmental education programs involving the younger generation by involving local schools and environmental care communities. Table 10 presents observation data related to environmental sustainability efforts in this village.

**Table 10.** Sustainability and environmental preservation.

Aspects Measured	Number of Respondents	Score/Percentage Result	Recommendation
Sustainability and Environmental Preservation	Not specific (based on observation and FGDs)	85% Waste Management, 80% Local Materials	Environmental education for the younger generation

### 3.2. Discussion on findings

The discussion of the research results related to the tourism potential of Sutojayan Village shows that this village has physical conditions that support the development of nature and culture-based tourism. The green hilly landscape, fertile agricultural fields, and diverse topography are the main attractions that can be further developed as ecotourism destinations. According to Ahmad [41], this supportive landscape is very suitable for development in the concept of sustainable ecotourism. This natural potential can be utilized

to develop tours that offer nature exploration experiences with strict environmental conservation concepts, as asserted by Samai [42]. However, Yanan [43] emphasized that some areas with sensitive environmental conditions require special attention so that the sustainability of the ecosystem is maintained.

In addition to favorable physical conditions, Sutojayan Village's tourism potential is quite significant, with a potential score of 75%. Natural beauty, traditional agricultural practices, and local cultural attractions such as regional arts are the main selling points that can attract various segments of tourists. Ridho [44] mentioned that the potential of local culture is one of the main factors in attracting tourists. Traditional agricultural practices carried out by residents can be developed into an educational agritourism concept, as exemplified in the study of Reflis [45]. However, Degefa [46] revealed that this potential is still not fully optimized due to limited targeted promotional strategies. Therefore, a thematic tourism development approach is needed by introducing integrated tour packages that include nature exploration, agricultural education, and memorable cultural experiences [47].

Regarding tourism infrastructure, the study shows that the utilization level is medium, with an average score of 3.5. Sabirov [48] emphasized that the availability of adequate infrastructure greatly affects the level of tourist visits. Basic infrastructure such as village roads, parking areas, and public facilities are already available, but their capacity and quality still need improvement, as Pachaury [49] explained. Accessibility to some potential tourist areas is also an obstacle in supporting visitor comfort, as stated by Garrod [50]. To improve the quality of infrastructure, Harianto [51] recommended developing supporting facilities such as tourist information centers, adequate public toilets, and improved access routes to tourist sites.

Cultural activities in Sutojayan Village also have great potential to support the development of local wisdom-based tourism. Lopes [52] noted that active traditional arts activities can be one of the significant attractions of cultural tourism. The cultural activity score of 4 indicates that traditional art activities and cultural festivals are still actively carried out, although community participation in organizing events is still limited. Li [53] emphasized the importance of involving the community in organizing cultural events. Hu [54] suggested that one solution that can be implemented is to form a more structured arts community and develop a well-scheduled annual calendar of cultural activities.

The level of community participation in tourism planning that reached 80% is a positive indicator that the people of Sutojayan Village are aware of the importance of their role in developing a tourist village. Sayuti [30] states that a high level of participation reflects the readiness of the community to support sustainable tourism programs. Imbaya [55] added that the high level of participation can be utilized to support further training in the field of tourism management. However, Imbaya [56] revealed that the community's capacity to manage tourism activities professionally still needs to be improved. Therefore, Mwalukasa [57] recommended training in digital marketing and tourism services. Government support, which has reached 70% in the form of training and basic facilities, also needs to be expanded with a

more significant increase in budget allocations. With these steps, Sutojayan Village has great potential to develop into a sustainable tourist destination based on local wisdom and capable of improving the community's overall welfare.

#### **4. Conclusions**

Based on the research results and discussion, Sutojayan Village has significant potential to be developed as a sustainable nature and culture-based tourism destination. The village's green hills, fertile agricultural fields, and preserved traditional agricultural practices are valuable assets for attracting tourists with ecotourism and agro-tourism concepts. Cultural attractions such as regional arts and active local festivals further enrich the appeal of local wisdom-based tourism. The high level of community participation in tourism planning, which reached 80%, reflects the community's awareness and active involvement in managing the village's potential. Government support, which has reached 70% through training and provision of basic facilities, is an important asset, although it needs to be improved, especially in allocating a larger budget. To support the sustainability of tourism development, it is necessary to increase infrastructure capacity and environmental education for the younger generation, as well as further training in tourism management and digital marketing so that tourism management is more professional and positively impacts the local community's welfare.

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