

Research Article

Integration of Local Wisdom and Legal Certainty in the Development of Tourism Villages in Malang Regency

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Abstract

The development of tourism villages in Malang Regency has great potential in supporting the economy of local communities and preserving cultural and environmental wealth. Malang District, with its diversity of tourist villages rich in unique local wisdom and natural distinctiveness, requires an approach that integrates local wisdom and legal certainty to achieve sustainable tourism. Local wisdom includes cultural values, traditions, and social practices that have long been passed down and become a strong identity of each village, making it an important asset in attracting tourists through authentic experiences that are different from other destinations. This research analyzes how the integration of local wisdom and the support of legal certainty can create a safe, comfortable, and friendly tourism environment for visitors and local communities. Legal certainty through clear and structured regulations such as Law No. 10/2009 on Tourism and Regional Regulation of East Java Province No. 4 of 2022, is needed to provide protection of community rights and avoid conflicts in tourism management. The results of this study are expected to serve as a model for the development of tourism villages that not only focus on economic improvement, but also pay attention to cultural preservation, environmental sustainability, and local community empowerment. This integration creates a solid foundation for tourism villages in Malang Regency to develop sustainably and competitively in the long term.

Keywords: : local wisdom, legal certainty, tourism village, sustainability, Malang District, local economy, cultural preservation.

INTRODUCTION

Tourism can be utilized to develop communities and can be promoted to help stimulate a country's economy. However, currently, public focus has shifted towards ecotourism, pro-poor tourism, and community-based tourism. Pro-poor tourism is a type of tourism aimed at alleviating poverty in specific areas. Meanwhile, community-based tourism relies on social and cultural heritage as well as economic activities (Prasetyo, Febriani, & Dewi, 2024).

The tourism sector is one of the fastest-growing sectors in Indonesia, especially village-based tourism in regions rich in natural and cultural diversity such as Malang Regency. This area is renowned for its beautiful beaches, mountains, and diverse cultures and traditions. These factors strengthen the potential for developing tourist destinations in the tourism villages of Malang Regency. According to Jadesta from the Ministry of Tourism and Creative Economy, there are 6,037 tourism villages spread across Indonesia, with 49 located in Malang Regency, East Java, indicating substantial potential for tourism village development in the region.

A tourism village is a rural area that has specific attractions for tourists due to its cultural wealth, traditions, natural beauty, and unique local community life. It is a tourism product developed based on the village's potential, including its people, nature, and culture, serving as a distinctive identity that attracts visitors (East Java Provincial Regulation, 2022). Tourism villages offer visitors a unique experience of rural life and traditions, along with all the local potentials. Most tourism village developments adopt a community concept where local villagers play a leading role in managing and utilizing the village's assets. This approach can improve the villagers' economy while preserving the village's culture and environment.

On the other hand, the establishment of tourism villages opens opportunities for the community to participate in enhancing preparedness and care for local tourism potential. Tourism villages also serve as a medium to promote the richness of cultural wisdom found in the village. Managing tourism villages involves not only preserving cultural wisdom but also managing natural wealth and human resources. This creates a sustainable tourism concept aligned with the Ministry of Tourism's

expectations. The scale of tourism village development depends on community empowerment and sustainable development.

Tourism village development not only considers economic aspects but also requires attention to social, cultural, and environmental aspects to ensure sustainability. The success of tourism village development depends on the acceptance and support of the local community. A crucial element in tourism village development is local wisdom, which reflects the identity, values, norms, and culture inherited by the community. Local wisdom helps maintain the balance of social and natural ecosystems in tourism villages. Therefore, integrating local wisdom in managing tourism villages is expected to create unique attractions and contribute to sustainable tourism destinations.

Local wisdom is vital in developing tourism villages but also requires clear and structured legal certainty. The legal basis for tourism villages is Law No. 10 of 2009 concerning Tourism. This law is the primary foundation for tourism development in Indonesia, including tourism villages, regulating principles, objectives, and development strategies that cover community-based and sustainable tourism. Additionally, the East Java Provincial Regulation No. 4 of 2022 concerning Tourism Village Empowerment serves as a legal foundation for empowering tourism villages in East Java. This regulation aims to increase community participation, optimize local resource potential, and encourage economic growth through community-based tourism. With this regulation, tourism village development in East Java is expected to be directed, participatory, and sustainable, supporting rural economies without sacrificing cultural and environmental values.

Legal certainty is expected to serve as a basis, guarantee, and strong protection in the process of developing and managing tourism villages by local communities in tourism activities. This is important to minimize conflicts of interest, especially in managing natural resources, land use, and profit-sharing. With clear and consistently applied regulations, tourism villages can be developed based on principles of fairness and sustainability. This study aims to examine how the integration of local wisdom and legal certainty can be applied in the development of tourism villages in Malang Regency. The research is expected to provide recommendations for local governments, tourism village managers, and local communities to collaboratively create tourism villages that are not only attractive to tourists but also provide

sustainable benefits for the community.

Local Wisdom in Tourism

Local wisdom reflects the identity of a place, actualized through the potential existing in a region for development (Suryono, 2010). It is human wisdom based on philosophy, values, ethics, customs, and behaviors that have been practiced for generations (Sugiyarto, 2018). Local wisdom is important in tourism development due to its economic value in enhancing the sector. Forms of local wisdom in communities include values, norms, ethics, beliefs, customs, laws, and special regulations, each serving various functions. Local culture can be leveraged as a unique tourist attraction by local governments.

Local wisdom is closely related to tourism. A significant potential in tourism development or unique tourism attraction lies in local wisdom. One factor strengthening tourism development is by promoting local wisdom. Local wisdom can be introduced widely to tourists. Communication in promoting local wisdom is part of the communication practice, making tourism based on local wisdom an option in developing tourism destinations (Bakti, Sumartias, Damayanti, & Nugraha, 2018).

Local wisdom can be seen as a set of knowledge and practices passed down through generations, with great potential to enrich the tourism sector. Integrating local values into tourism development offers not just natural or artificial beauty but also authentic experiences distinguishing destinations. Local wisdom growing alongside tourism objects becomes an interconnected ecological system. Examples of local wisdom applications in tourism include homestays, cultural festivals, handicrafts, and cultural education.

Legal Certainty in Village Tourism Development

Indonesia is a state governed by law, as stipulated in the 1945 Constitution Article 1 paragraph 3, emphasizing that all aspects must be based on law and legal principles. According to Gustaf Radbruch, the three aims of law are justice, usefulness, and legal certainty.

Legal certainty means that laws serve as binding rules that must be obeyed and implemented, containing norms and regulations that are compulsory. It also

represents clear, consistent, and stable legal treatment not influenced by subjective circumstances. Legal certainty helps minimize conflicts by serving as a guideline in implementation, often materialized through applicable legislation.

Village tourism development requires legal certainty. The legal basis includes Law No. 10 of 2009 on Tourism, which regulates principles, objectives, and strategies for tourism development, including community-based and sustainable tourism. Additionally, East Java Provincial Regulation No. 9 of 2022 on Tourism Village Empowerment provides a legal framework for empowering tourism villages in East Java. This regulation aims to enhance community participation, optimize local resources, and promote economic growth through community-based tourism.

METHOD

This study employs a qualitative approach using the literature study method (library research). The qualitative literature study aims to explore and analyze information already available from various sources related to the research topic. Through this method, the researcher identifies, selects, and analyzes relevant data to provide a comprehensive understanding of concepts, theories, or previous findings related to the phenomenon under investigation (Creswell, 2013).

Data were obtained from secondary sources such as books, scientific journals, articles, and related publications accessed through libraries and online databases. The data collection process involved identifying, selecting, and organizing literature based on inclusion criteria relevant to the topic. The collected literature was then grouped into specific themes or categories to facilitate in-depth analysis.

RESULT AND DISCUSSION

Local Wisdom in Tourism Villages of Malang Regency

Malang Regency is one of the regencies in East Java Province, Indonesia. It is among the three largest regencies on Java Island, consisting of 33 sub-districts, 12 urban villages, and 378 rural villages. The population level in Malang Regency is also among the three largest in East Java. Each village in Malang Regency has its own potential, reflecting the geographical and topographical conditions of the village and its community.

According to Jadesta from the Ministry of Tourism and Creative Economy, out of 378 villages in Malang Regency, 49 are designated as tourism villages. Each of these 49 tourism villages has its own unique attractions, which can be natural or artificial tourist destinations or manifestations of local wisdom. The majority of tourist attractions in Malang Regency are natural tourism sites, with 44 beaches utilized as tourism destinations. Aside from beach tourism, another prominent attraction is the mountainous landscape, as Malang Regency is located near a major mountain range in East Java Province.

Among the 49 tourism villages in Malang Regency, they are categorized into four groups: independent, advanced, developing, and emerging. This categorization is based on the duration of the village's tourism operations, the management structure, its role in economic development, and the range of tourist visitors. The emerging category refers to tourism villages that have recently started operating and are still within a limited scope. The developing category represents villages that have stabilized and possess a clear management structure. The advanced category includes tourism villages actively contributing to the economic growth of the local community and surrounding areas. The independent category is awarded to villages with visitors from a broader scope. Three tourism villages in Malang Regency have received the independent category award, which is based on rankings and assessments by the local tourism office.

Adat Ngadas Tourism Village is one of the tourism villages in Malang Regency that ranked within the top 300 in the 2021 and 2022 ADWI (Anugerah Desa Wisata Indonesia) awards. Adat Ngadas is located in the Poncokusumo sub-district of Malang Regency. Situated within the Bromo Tengger Semeru National Park (TNBTS) area, it spans 395 hectares. The village's rich cultural heritage of the indigenous Tengger tribe, which must be preserved, along with the unique culture of this highland village, has led to Adat Ngadas being designated as a cultural tourism village in Malang Regency. Based on its rich local wisdom, in 2014, a Tourism Awareness Group (Pokdarwis) was established with the aim and function of managing and developing cultural tourism in Adat Ngadas.

The cultural tourism potential of Adat Ngadas lies in its traditional clothing. The villagers have distinctive daily attire adapted to the cold climate of the highland area, most notably the sarong, which is a characteristic garment. Several traditional ceremonies also attract tourists, including Hari Raya Karo, Mayu Ceremony, Entas-Entas Ceremony, Unan-Unan Ceremony, Yadnya Kasada Ceremony, Pujan Mubeng Ceremony, Laliwet Ceremony, and the Petek'an traditional ceremony. Visitors can stay in the village and experience local life by wearing traditional clothing and participating in some of the cultural ceremonies. Tourists can also engage in agricultural activities by planting or caring for the main crop, potatoes, allowing for a hands-on farming experience alongside the local community in Adat Ngadas.



Figure 1 : Ngadas Traditional Tourism Village

Source : https://jadesta.kemenparekraf.go.id/desa/adat_ngadas

In 2023, Bowele Tourism Village in Malang Regency successfully received the Indonesian Tourism Village Award (ADWI) and ranked among the top 75 nationwide. Located in Purwodadi Village, Tirtoyudo District, in the southern part of Malang Regency, this village is widely known as a stunning natural tourism destination. The name Bowele itself is an acronym derived from three famous beaches that serve as its main attractions: Bolu-Bolu Beach, Wediawu Beach, and Lenggoksono Beach.

The uniqueness of Bowele Tourism Village lies not only in its breathtaking coastal scenery but also in the presence of a waterfall located right at the edge of the beach. This waterfall is especially attractive because it flows through a cave that holds a natural pool above it. In addition to enjoying the natural beauty, visitors can engage

in various activities such as surfing, boat tours, or camping by pitching tents in this exotic beach area.



Figure 2 : Banyu Beach Plummet

Source :<https://jadesta.kemenparekraf.go.id/desa/bowele>

In 2024, Bangelan Tourism Village in Malang Regency successfully secured a position among the top 300 in the Indonesian Tourism Village Award (ADWI) and was categorized as one of the rapidly developing tourism villages. This village offers a diverse and promising range of tourist attractions, including nature tourism, educational tourism, historical tourism, and environmentally conservation-based tourism.

Bangelan Tourism Village not only presents pristine natural scenery and abundant spring water sources but is also a major producer of robusta coffee in the Malang Regency area. A local tradition called *petik merah*, which is the practice of harvesting coffee when the beans are perfectly ripe, is a distinctive cultural heritage passed down through generations and serves as a flagship commodity of the village.

Beyond its natural beauty and local wisdom, Bangelan also holds historical relics from the Dutch colonial era and Japanese occupation, enriching the village's historical and educational value. Visitors can learn about cultural and historical heritage, making the village more than just a nature destination, but also a place full of educational significance.

The village also offers a popular tourism package called “MUBENG NDESO,” which allows visitors to explore every corner of the village using jeep vehicles. This package provides two route options—a short route and a long route—each offering a different

experience in exploring the village.

With its wealth of natural, cultural, and historical assets, supported by the community's commitment to preserving local wisdom, Bangelan Tourism Village stands as a model of a tourism village that integrates natural beauty with the preservation of tradition and education. The unique experiences offered make it an attractive destination for both domestic and international tourists seeking a deeper and more sustainable tourism experience.



Figure 3 : Bangelan Coffee Factory Heritage Dutch

Source : https://jadesta.kemenparekraf.go.id/desa/agro_bangelan

Wringinanom Village, located in Malang Regency, is one of the buffer villages of the Bromo Tengger Semeru National Park (TNBTS). Administratively, it is part of Poncokusumo District and one of the 17 villages in the area. Situated on a highland at an altitude of 850 meters above sea level, Wringinanom Village has a slope of 26% and a daily temperature range between 14° and 23°C, covering an area of 817.75 hectares. The fertile soil in this village strongly supports agricultural, plantation, and livestock activities.

One notable achievement of Wringinanom Village is winning second place in the institutional category for the Tourism Awareness Campaign 5.0 program in 2023, managed by the Tourism Awareness Group (POKDARWIS) named DEWI ANOM.

Tourism Potential of Wringinanom Village

The village offers various tourism potentials, including nature tourism, educational tourism, and cultural tourism. Nature tourism attractions include Banyumaro Tubing, Sedaer Tubing, Fun Offroad, Mount Bromo, Camping Ground, and Saripan Waterfall Trekking. Educational tourism potentials include sandal-making

workshops, water education, traditional games, outbound activities, celery farming education, and agro-tourism for orange picking.

Its cultural tourism is also quite popular, featuring Pencak Dor Bromo (a traditional martial art), Beskalan Dance, Pegon Dance, Bantengan Art, Karawitan Gamelan, and wayang dalang (shadow puppet performance).

Wringinanom Tourism Village, managed by DEWI ANOM, offers a unique experience through a variety of activities. Visitors can enjoy river tubing, learn about sandal craftsmanship, and embark on exciting jeep adventures to Mount Bromo. The village combines adventure, education, and natural beauty, making a visit to Wringinanom Village an unforgettable experience.

In 2024, the village was awarded the 50th place ranking in the Indonesian Tourism Village Award (ADWI).



Figure 4 : Souvenir of Dewi Anom Tourism Village

Source : https://jadesta.kemenparekraf.go.id/desa/dewi_anom

One of the tourism villages in Malang Regency that has earned the Independent category is Pujon Kidul Tourism Village. A well-known destination there is the Sawah Cafe, which offers stunning views that combine the beauty of mountains with vast rice fields that soothe the eyes. With a cup of coffee in hand, the experience of enjoying nature here feels truly special. As its name suggests, Sawah Cafe is designed to give visitors the sensation of dining in a farmer's hut amid the rice fields.

Spanning nearly two hectares, the café area allows visitors to observe farmers working on the land, making the dining experience even more authentic. Various

huts for dining are scattered throughout the area—some situated in the middle of golden rice paddies, others among ready-to-harvest secondary crops, and some above ponds where fish can be caught at any time.

The village also offers a variety of agro-tourism activities such as fruit picking, fishing, and other hands-on experiences. Visitors can choose activities based on their interests, although each activity has a separate fee as part of the tourism packages offered. For fruit picking, options include apples, strawberries, chili peppers, onions, and various other fruit plants. Visitors can pick their preferred fruits, which are then weighed and charged based on the harvest amount.



Figure 5 : Café Sawah

Source : https://jadesta.kemenparekraf.go.id/desa/pujon_kidul

From the identification above, it is clear that local wisdom and tourism village development have become an integrated unity that can drive the growth of tourism villages. The focus on the local wisdom of villages, especially those in Malang Regency, East Java, aims to realize sustainable tourism. A tourism village can be considered sustainable if it falls into the advanced and independent categories, according to the decisions of the Malang Regency Tourism Office. Moreover, sustainable tourism villages maintain environmental preservation, provide long-term economic benefits, and minimize negative impacts on the community.

Implementation of Legal Certainty in Tourism Village Development

Legal certainty is essential for creating sustainable tourism in village development. The development of tourism villages requires clear regulations to govern various aspects such as business permits, land rights, tourism management rights, and

environmental management. These regulations are needed to minimize legal conflicts and provide a strong legal foundation for managing and developing tourism destinations. The sense of security created by clear legal protection fosters confidence among local communities managing tourism villages. Additionally, operational standards are necessary to help maintain the quality and sustainability of tourism villages while implementing sustainable management principles.

In Malang Regency, many tourism villages emphasize local wisdom potential. However, tourism development may face environmental degradation and cultural commercialization risks that could damage local wisdom values. Legal certainty allows the government to establish boundaries and prohibitions regarding environmental destruction and excessive cultural commercialization. Such regulations aim to ensure the sustainability of tourism villages so that they continue to benefit future generations.

Furthermore, legal certainty is expected to receive government support in its implementation. The government is anticipated to provide legal assistance, technical support, and training to local communities to enhance their understanding. Monitoring and strict sanctions for violators are also necessary.

In East Java Province, legal certainty in tourism village development is regulated by Regional Regulation No. 4 of 2022 concerning Tourism Village Empowerment. This regulation guarantees legal certainty for tourism enterprises, explains the roles of government and community in tourism development, includes provisions for awards, guidance and supervision, funding, and sanctions for violations.

According to East Java Regional Regulation No. 4 of 2022, the organization of tourism villages is carried out by tourism village management institutions. The management process must involve the community, preserve and maintain the village's tourist attractions, and/or help create the seven charms (*sapta pesona*) to realize security, orderliness, cleanliness, coolness, beauty, friendliness, and memorable experiences when visiting the tourism village.

In establishing a tourism village, it must have unique and attractive tourist potentials and a local community that supports tourism development. The village must also have human resources capable of actively participating in tourism development activities. There is also potential for developing distinctive micro and/or small businesses as the village's economic identity. Tourism village management requires a dedicated institution responsible for regulating operations and tourism activities. Furthermore, adequate facilities, infrastructure, and basic amenities are necessary to support tourism activities. Finally, the tourism village must have the potential and opportunity to develop a tourist market, both domestic and international. All these criteria aim to create sustainable tourism villages that can provide benefits to the local community.

Tourism village empowerment is carried out through various strategies, such as developing attractions based on nature, culture, or creativity that maintain local potential as the main attraction. Empowerment also includes improving facilities, infrastructure, tourism amenities, and services that support visitor comfort. The quality of human resources in the tourism sector is also enhanced to provide the best service. This strategy involves the local community so that they can be hosts in their own village and foster local small and medium industries to participate in tourism village empowerment. The provincial government supports empowerment through promotion in print and electronic media and by involving tourism villages in tourism activities.

Integration of Local Wisdom and Legal Certainty

The development of tourism villages in Malang Regency requires the integration of local wisdom and legal certainty as a fundamental basis. Local wisdom encompasses cultural values, traditions, and sustainable environmental practices that form the identity and authenticity of tourism villages. Legal certainty, in the form of regulations, spatial planning rules, and protection of cultural values, can maintain the originality and sustainability of tourism activities.

A village's cultural identity, which serves as a tourist attraction, needs strengthening to minimize the erosion or loss of local culture. The presence of cultural values and

local traditions, such as arts, customs, and rituals, is an important part of attracting both domestic and international tourists. Implementing legal certainty can protect cultural rights, minimizing cultural insults and preserving cultural authenticity. Tourism village development in Malang Regency emphasizes economic empowerment through micro-businesses based on local wisdom, such as handicrafts, traditional culinary arts, and other cultural products.

The main tourist attractions in Malang's tourism villages are nature-based. Therefore, regulations are needed to govern environmental conservation, protect natural areas, and regulate land use and forest protection to maintain ecological balance and prevent environmental degradation caused by tourism activities conducted by village communities. Such regulations are vital to protect the earth and preserve natural sustainability.

Legal certainty also guarantees that local communities have active rights and roles in managing tourism villages. Involving the community in decision-making ensures that tourism village development aligns with local cultural values and community needs. Integrating local wisdom in regulations allows villagers to act as hosts who guide tourism development independently and sustainably.

The integration of local wisdom with legal certainty in Malang Regency is a crucial foundation for sustainable tourism village development. Recognition and protection of local wisdom, culture-based economic empowerment, and consistent supervision create an environment that supports the growth of environmentally friendly and competitive tourism villages. This not only impacts the economic welfare of the community but also preserves cultural identity, which is a valuable asset for tourism in the region.

CONCLUSION

The development of tourism villages in Malang Regency shows great potential for boosting the local economy while preserving the cultural and environmental richness of the area. Tourism villages such as Ngadas, Bowele, and Bangelan are concrete examples of how local wisdom can be integrated into the tourism sector,

offering authentic and memorable experiences for visitors. By prioritizing the culture, traditions, and daily life of the village communities, these tourism villages not only attract domestic and international tourists but also support the identity and uniqueness of the villages. The community-based tourism village concept, where local residents play a central role in managing and utilizing the village's potential, helps strengthen social bonds and raise awareness about the value of cultural and natural heritage.

Legal certainty plays a crucial role in supporting the sustainable development of tourism villages in Malang Regency. Legal foundations such as Law No. 10 of 2009 on Tourism and East Java Provincial Regulation No. 4 of 2022 provide a clear and firm legal umbrella covering various aspects, from business permits and land management to environmental and cultural protection. With well-established regulations, tourism village development is not only well-directed but also safeguards the interests of local communities. These regulations help reduce potential conflicts, provide a sense of security for villagers engaged in tourism management, and ensure that tourism villages are managed professionally and in accordance with sustainability principles.

Overall, the integration of local wisdom and legal certainty creates a strong foundation for the success and sustainability of tourism villages in Malang Regency. By empowering local communities, tourism villages can transform into competitive tourist destinations without losing their original character and uniqueness. Besides generating positive economic impacts for the community, this approach also supports the preservation of culture and environment, which are valuable assets for sustainable tourism. With support from both the government and local communities, Malang Regency has the potential to become a model for tourism village development based on local wisdom and legal certainty that can be adopted by other regions in Indonesia.

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