

Exploring the Potential of Educational Tourism Villages Based on Local Wisdom and Environmental Sustainability in Banyumas

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Abstract

Sustainable tourism development is a long-term investment that not only brings economic advantages but also helps protect natural environments and cultural heritage. One potential strategy to achieve this is through the development of educational tourism villages, which can enhance local livelihoods while preserving cultural and environmental resources. Unfortunately, many tourist villages, such as those in Banyumas Regency, Central Java, still face difficulties in creating innovative and sustainable tourism products. This is largely due to the limited utilization of their natural assets, preventing the full economic potential of tourism from being realized.

To address this challenge, a proposed solution is to develop educational tourism packages that combine local wisdom with environmental consciousness. This approach also aims to create added value for local products, such as handicrafts and traditional food. The tourism packages will actively involve the local community, with residents serving as guides and artisans producing handicrafts made from local materials. Additionally, a digital platform will be developed to promote the tourism village and streamline the booking process for these packages.

The main objective of this innovation is to explore untapped opportunities and create a sustainable model of educational tourism that integrates cultural and environmental awareness. By adopting a participatory approach, this initiative seeks to boost the local economy, protect cultural and natural heritage, and enhance public understanding of the importance of sustainable resource management. Ultimately, this model aims to set an example for other regions, offering a roadmap for the development of educational tourism villages that balance economic growth with the preservation of the environment and cultural identity.

Keywords: sustainable tourism, educational tourism, local economy, cultural preservation, environmental awareness.

A. INTRODUCTION

In recent decades, sustainable tourism development has gained increasing attention due to its economic, social, and environmental impacts. The concept of sustainable tourism focuses on three main aspects: economic benefits for local communities, environmental conservation, and community acceptance. Tourism development should bring positive economic impacts to the region, preserve nature and culture, and actively involve the community (Kurniawan et al., 2023). Educational-based tourism villages offer a significant opportunity to combine economic aspects with environmental preservation, while also raising local awareness about the importance of preserving culture and nature.

The development of educational-based tourism villages is an innovative approach that not only promotes local economic growth but also significantly contributes to the achievement of various Sustainable Development Goals (SDGs). Through education and environmental conservation activities, tourism villages can empower communities, reduce poverty, create jobs, and preserve culture and nature. Moreover, by actively involving communities in managing the tourism village, this model also promotes gender equality, enhances quality of life, and strengthens social cohesion. Thus, a tourism village not only becomes an attractive tourist destination but also serves as a driving force for sustainable development at the local level.

Banyumas Regency, characterized by mostly rural areas, has great potential for community-based tourism development. Its diverse local wisdom can be a valuable asset in building sustainable tourism destinations and improving community welfare. The Banyumas Tourism Office recorded 21 tourism villages in the area in 2022. Each village offers unique tourism potential, both well-known and still unexplored (Kurniawan et al., 2023). This creates new opportunities to grow the regional economy through tourism village innovation.

Sustainable tourism development in Banyumas requires a comprehensive and long-term approach. Besides conserving and developing existing cultural potential, it is essential to strengthen infrastructure and supporting tourism facilities. Effective marketing strategies, both online and offline, are also crucial to attract tourist interest. Enhancing human resources, especially local communities, is key to providing quality services and maintaining local wisdom. This aligns with Harofah's findings (2023), emphasizing the importance of involving local communities at every stage of tourism development to ensure sustainability and community empowerment. Regular evaluations and monitoring of the environmental and social impacts of tourism activities are needed to ensure long-term sustainability. In implementation, it is crucial to involve all stakeholders, including government, communities, business actors, and academics, to create strong synergy.

Some challenges that need to be addressed in tourism development at Djagongan Koena include infrastructure limitations, lack of trained human resources, and potential conflicts between tourism interests and the preservation of the environment and culture. To overcome these challenges, well-planned coordination among various parties and a strong commitment from the entire community to protect the environment and culture are required. The further research we propose will focus on the following: 1) Economic impact analysis: Measuring the tourism sector's contribution to increasing local community income and regional economic growth. 2) Sustainability evaluation: Assessing how tourism development efforts have contributed to achieving sustainable development goals (SDGs). 3) Comparative case studies: Comparing Djagongan Koena with other tourism villages that have similar characteristics to identify best practices and lessons learned.

Suwantoro (2012) identified various future tourism development potentials, ranging from cultural tourism, nature tourism, marine tourism, to spiritual tourism. According to Sudibya (1970), a tourism village must meet several requirements, including good accessibility, attractive tourism potential, full support from the community and local government, and a cool climate. Additionally, a tourism village should integrate with other tourism areas. With a comprehensive and sustainable approach, Djagongan Koena has great potential to become an outstanding and sustainable cultural tourism destination, while also providing benefits to the local community.

This innovation aims to explore the potential for developing educational tourism villages in Banyumas through a local wisdom-based and environmentally sustainable approach. The objective

of this paper is to provide solutions to existing challenges and to offer a sustainable and community-based educational tourism model.

B. RESEARCH METHOD

The innovation in sustainable tourism development in Banyumas Village was identified through a descriptive qualitative approach, selected as the most suitable method. According to Sugiyono (2016), the qualitative method allows researchers to explore deeply into phenomena that occur naturally within a social context. This study, therefore, aims to comprehensively understand the factors that influence sustainable tourism village development in Banyumas Regency. The qualitative approach was chosen due to its flexibility and its ability to capture the complexity of social situations. Additionally, this method allows researchers to build closer relationships with research subjects, resulting in richer and more in-depth data.

In analyzing the data obtained, the researcher used a SWOT matrix. SWOT analysis is an effective tool to identify the strengths, weaknesses, opportunities, and threats faced by sustainable tourism village development in Banyumas Regency. Thus, researchers can formulate appropriate strategies to address challenges and maximize opportunities. In this study, the SWOT analysis is divided into two parts: IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary). IFAS is used to identify internal factors influencing sustainable tourism village development in Banyumas Regency, such as human resources, financial capabilities, and management skills. Meanwhile, EFAS is used to identify external factors, such as market conditions, government policies, and industry trends.

C. FINDINGS AND DISCUSSION

Strengths	Weaknesses
● Local Wisdom and Culture: Banyumas has a rich cultural heritage and unique local wisdom, such as the traditional art of <i>ebeg</i> (a type of kuda lumping performance), <i>bandol</i> crafts, and distinctive local cuisine like <i>mendoan</i>, <i>sroto banyumasan</i>, <i>nopia</i>, and many more. This provides added value for educational tourism villages to attract tourists seeking authentic experiences. ● Community Support: The sustainability of this initiative is enhanced through the active participation of the local community, who feel they play an important role in managing and developing the tourism village. Each element can actively contribute to the economic	● Infrastructure Limitations: Inadequate road access and public facilities such as public toilets, parking areas, and tourism information centers pose major challenges to providing the best experience for tourists. ● Lack of Trained Human Resources: Some local residents do not yet possess sufficient skills to provide high-quality services or to promote tourism potential effectively. ● Unoptimized Financial and Marketing Management: Financial management and marketing strategies that are not yet well-structured make it difficult for the tourism village to attract more tourists.

activities within Banyumas Tourism Village. ● Support from Local Government: In line with Banyumas Regency Regulation No. 6 of 2021, which regulates general provisions, empowerment strategies and bases, the establishment of tourism villages, management, development, and tourism businesses in tourism villages, rights and obligations, prohibitions, community involvement, cooperation, funding, guidance and supervision, administrative sanctions, criminal provisions, transitional provisions, and closing provisions, the Banyumas government can collaborate to show its commitment to tourism village development, as reflected in training programs for local residents and improved infrastructure access. Financial support is also a key aspect of sustainable tourism village development.	
Opportunities ● Trends in Educational and Sustainable Tourism: Educational and sustainable tourism is gaining increasing interest from tourists. Tourism villages can attract groups of tourists who are environmentally conscious and focused on sustainability by providing unique new experiences found only in Banyumas. ● Technological and Digitalization Developments: With the right digital marketing strategy, tourism villages can reach more tourists, including those from outside the area or even international tourists. ● Government Policies Supporting Sustainable Tourism: Government support, such as the availability of village funds, can accelerate infrastructure development and human resource training.	Threats ● Competition with Other Destinations: Tourism villages in Banyumas compete with similar tourism destinations in surrounding areas, requiring innovation to keep the tourism village attractive. ● Environmental Degradation: An increase in the number of tourists can threaten the preservation of the environment and local culture if not managed properly. ● Economic Uncertainty: Global and national economic uncertainties can affect the number of tourists, especially in the international tourist segment.

1.1 IFAS (Internal Factor Analysis Summary)

- a) Local Wisdom :
The tourism villages in Banyumas have unique cultural richness, including traditional arts, local culinary specialties, and handicrafts. This is a major attraction that can be used to draw in tourists.
- b) Strength Utilization Strategy :
Regularly organize educational activities and local festivals, where tourists can directly participate in cultural activities such as learning to make handicrafts or attending traditional dance workshops. This will enhance the tourist experience while preserving local traditions.
- c) Internal Weakness Factors: Infrastructure and HR Limitations :
Limited infrastructure, such as road access and public facilities, poses a challenge to tourist comfort. Additionally, the lack of skilled labor capable of providing professional services is also a challenge.
- d) Strategy to Address Weaknesses :
Hold training programs and establish partnerships with universities or businesses in the tourism sector. This training can include foreign language skills, tourism services, and digital marketing to improve the quality of services provided by the local community.

1.2. EFAS (External Factor Analysis Summary)

- a) External Opportunity Factors: Trends in Educational Tourism and Digital Access:
Increased interest in educational and ecotourism presents a great opportunity for tourism villages to attract tourists interested in education and nature-based experiences. Advances in digital access also allow for easier and wider promotion of tourism villages.
- b) Opportunity Utilization Strategy:
Tourism villages can use online platforms and social media for digital campaigns showcasing the uniqueness of local culture. Collaborations with travel bloggers or tourism platforms can help expand promotional reach, attracting both domestic and international tourists.
- c) External Threat Factors: Destination Competition and Environmental Degradation:
Competition with other tourism destinations and the risk of environmental degradation due to increased tourists are threats that need to be addressed.
- d) Strategy to Address Threats:
The tourism village can differentiate itself by focusing on environmental education and sustainability tourism. For instance, offering tourism programs such as tree planting, waste management training, or anti-plastic campaigns that involve tourists and local communities.

1.3. Development Strategy Based on SWOT, IFAS, and EFAS Analysis

- a) Infrastructure Strengthening:
Collaboration with Government and Private Sector:** The government and community can form partnerships to improve road access, build public facilities, and provide eco-friendly facilities in tourism villages, such as recycling bins and eco-friendly toilets. This will enhance tourist comfort and extend their stay.
- b) HR Capacity Improvement: Regular Training for Local Communities:

Conduct training that includes foreign language skills, digital marketing, and service skills to enhance service professionalism. This training can involve nearby training institutions or universities to help build reliable HR capacity in welcoming tourists.

c) **Digital Marketing Strategy: Utilize Social Media and Online Platforms:**

Tourism villages can use social media platforms such as Instagram and Facebook to promote educational and cultural tourism activities. With engaging content, such as photos of cultural activities or videos of tourist experiences, this digital promotion can increase tourist interest and reach a broader audience.

d) **Environmental Impact Management: Implementing Strict Environmental Rules:***

Tourism villages can establish rules to preserve the environment, such as banning single-use plastics, providing recycling bins, and organizing environmental education programs for tourists. Tourists can be invited to participate in activities like tree planting or environmental clean-ups.

e) **Development of Sustainability-Based Educational Tourism Programs: Environmental Education Programs:**

Tourism villages can provide programs focused on environmental education, such as recycling workshops, composting, or ecological tours that involve tourists in environmental conservation. This will not only strengthen the tourism village's appeal but also have a positive impact on the local environment.

Community empowerment as a core aspect of establishing Tourism Villages in Banyumas is difficult to achieve without strong collaboration among related institutions, community leaders, and village residents themselves. This synergy is necessary to collectively achieve empowerment goals. Human resources, natural resources, traditional culture, and various activities within them serve as initial assets managed in an integrated manner as part of the community empowerment concept. This potential development results in eight main activities that serve as platforms for community empowerment according to their respective fields.

1) Utilization of Resident Homes

This research developed the idea of utilizing resident homes in Banyumas, where people who own more than one house can use them as homestay services. This concept aims to increase community income by optimizing residential assets. The main house remains a residence for daily activities, while the additional house is redesigned to serve as a homestay. The main attraction is the traditional wooden house style, combined with the serene rural atmosphere. A homestay with a "*kampung joglo*" (traditional Javanese village) theme, which is a heritage of the ancestors, provides a unique attraction for tourists in Banyumas.

2) Culinary

Rediscovering the potential of traditional Banyumas delicacies adds a unique appeal in the development of the region's tourism industry. The traditional Banyumas cuisine has a unique charm that attracts tourists, especially those nostalgic for flavors that are increasingly rare to find. These traditional dishes offer a story and cultural value unique to each serving, reflecting the life and traditions of the Banyumas community. Some of the distinctive traditional dishes from Banyumas include **tempe mendoan**, **getuk goreng**, **soto sokaraja**, **nopia**, **combro**, **tempe chips**, **dawet ayu**, **pecel kecombrang**, **sayur lodeh**, **buntil daun pepaya**, **rujak kangkung**, and **sroto banyumasan**. These dishes not only satisfy the palate but also highlight Banyumas' cultural wealth and culinary potential, which can be further developed to attract tourists.

3) Culture

Various cultural attractions specific to Banyumas, which are a heritage from the ancestors, hold great potential for development. Besides serving as entertainment, these cultural attractions also serve as a means of preservation, ensuring that Banyumas' cultural heritage remains alive and is passed down to younger generations amid the growing tides of globalization. These cultural attractions not only entertain the people but have also become tourism products that contribute to the income of local artists.

Some cultural attractions unique to Banyumas include *ebeg* (Banyumas-style *kuda lumping*), *begalan* (a performance tradition in weddings), *calung banyumasan* (bamboo music played by hitting), *kentongan*, *wayang kulit gagrag banyumasan* (shadow puppets in Banyumas style), *lengger lanang*, and *gendhing banyumasan* (Banyumas music). Additionally, there are traditions within the community, such as *selamatan tujuh bulanan* (mitoni), *wiwitan* (pre-harvest ritual), and *kenduren* (feast), which can be attractive to tourists with special interests wanting to engage directly with local culture. All of these are cultural heritage treasures that not only delight the eyes but also carry values and local wisdom that can enrich the tourism experience in Banyumas.

4) Exploring Banyumas

Exploring Banyumas is a concept of developing tourism accommodations in Banyumas that adapts modes of transportation according to the terrain and characteristics of each tourism destination. For areas with difficult access but offering natural or unique historical charm, this concept provides special transportation to allow tourists to explore Banyumas' beauty thoroughly. For instance, on the slopes of Mount Slamet, jeeps are provided to transport tourists through challenging, winding terrain. This experience offers a sense of adventure suitable for nature and thrill-seeking tourists. Meanwhile, in the old town area of Purwokerto, tourists can explore by **becak** (a traditional three-wheeled vehicle), a traditional and eco-friendly mode of transport that also provides a relaxed experience of the past atmosphere. Along the journey, tourists can enjoy the architecture and history of the city, which retains a classic feel.

5) Serasi Youth

The establishment of tourism villages in Banyumas has been significantly influenced by the active role of the younger generation, who have a strong commitment to advancing local tourism. Innovators utilize the role of *karang taruna* (youth organizations) in forming *Pemuda Serasi* (Creative and Innovative Ecosystem Facility), which focuses on innovation and developing tourism village attractions in Banyumas by creating various interesting activities that are not only entertaining but also educational. Some activities developed include outbound and nature exploration, allowing tourists to enjoy the natural beauty of Banyumas, including the slopes of Mount Slamet and the Serayu River, as well as educational services that teach about local wisdom, Banyumas history, and nature conservation.

Additionally, *Pemuda Serasi* also plays a role in educating the surrounding community about the importance of sustainable tourism and environmentally friendly destination management. Through these activities, **Pemuda Serasi** not only introduces the cultural and natural values of Banyumas to tourists but also helps preserve the environment and local culture for future generations.

6) Utilization of Banyumas Traditional Crafts Potential

Some villages in Banyumas Regency specialize in traditional crafts, whether from wood or bamboo, as well as **bandol** crafts, which are economic assets of Banyumas, specifically in the Banaran area, with great potential to be developed into distinctive souvenirs for tourists. With

creativity and innovation, Banyumas artisans can capitalize on high market demand and abundant raw materials, creating products that are not only attractive but also have high sales value.

7) Back to the Village (*Muleh Ndeso*)

The concept of developing rural nature education in Banyumas holds great potential and is very attractive for further development. With high market potential, educational programs that showcase the social order of rural communities through daily activities can be packaged into the *Muleh Ndeso* (Back to the Village) educational program. If managed properly and professionally, this concept can attract tourists, especially from major cities, who want to experience rural life firsthand and learn about self-sufficiency. Tourists participating in this program will experience the simplicity of rural life, including farming, gardening, and independently managing available natural resources. This activity will provide new insights to participants about the importance of independence, simplicity, and how the

Through these strategies, educational tourism villages in Banyumas can optimize their cultural wealth and local wisdom while addressing infrastructure challenges and competition with other tourism destinations. With a focus on sustainability and education, tourism villages will not only attract tourists but also create long-term positive impacts for the community and the local environment. Research findings indicate that tourism villages in Banyumas have great potential in educational tourism products that highlight cultural and environmental values. The involvement of local communities as guides and artisans, as well as the use of local materials in craft production, is an added value that can enhance tourism appeal. Furthermore, the development of digital platforms enables wider promotion and facilitates the booking process for tourism packages. In the discussion, it was found that these results align with previous research by Harofah & Mutaqin (2023), which emphasized the importance of community participation in the success of sustainable tourism development. However, there are some differences in how digital technology is utilized as a promotional tool, indicating new innovations in this study.

D. CONCLUSION

The development of sustainable tourism villages in Banyumas Regency affirms that educational tourism village development in Banyumas has great potential to create sustainable tourism that prioritizes local cultural values, environmental conservation, and community empowerment. Through an approach that actively involves the community, tourism villages can offer authentic tourist experiences while supporting the local economy. The success of this innovation is supported by several factors, including rich cultural heritage, unique local wisdom, active community participation, and support from local government policies. However, there are challenges to be addressed, such as limited infrastructure and human resources. With strategies to improve human resource capacity, infrastructure development, and the use of digital technology for marketing, tourism villages in Banyumas can overcome these challenges and compete with other destinations. Overall, the development of educational tourism villages can serve as a model for sustainable development that not only attracts tourists but also provides long-term positive impacts for the community and local environment.

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