

The Strength of Local Wisdom Values as a Differentiation Strategy in Creating Sustainable Tourism Competitiveness

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Abstract

This study used the Resource-Based View (RBV) theory integrated with differentiation and Tourism Destination Competitiveness (TDC) to explain attraction and competitiveness of sustainable tourism with qualitative methods and explorative approaches. Data were collected through observation, interviews, documentation studies, and Focus Group Discussions (FGD) by ATLAS.ti 8 software. Based on the results, traditional ceremonies, cultural festivals, the value of natural wealth, and the life of the village community can become a tourist attraction and can be enjoyed by tourists as a unique cultural tourism product and can be developed into a differentiation strategy. The differentiation strategy in building a competitive advantage in sustainable tourism was carried out through the development of tourism products based on the local wisdom, packaging products through tour packages, increasing professionalism in managing tourist destinations, and synergizing tourism stakeholders.

Keywords

Tourism Destinations, Sustainable Competitiveness, Value of Local Wisdom, Cultural Tourism.

Introduction

The tourism sector has an important role in improving the economy of a region, this sector can be a tool for eradicating poverty (poverty alleviation), sustainable development, and

improving the community's economy (Adom, 2019). However, tourism destinations are vulnerable to the negative impacts of tourism development and therefore require a sustainable approach (Jurigová and Lencséssová, 2015).

Tourism as one of the fastest-growing industries in many countries of the world is a major source of foreign income for a large number of developing countries. Therefore, studies on the competitiveness of tourism destinations have attracted the attention of policymakers, public and private organizations, and tourism researchers (Cucculelli and Goffi, 2016). Destination competitiveness and sustainability are important issues for stakeholders in the tourism and maintaining competitiveness is very important for the future of sustainable tourism destinations (Pulido-Fernández et al., 2015). The literature on tourism destination competitiveness provides very useful insight into destination competitiveness but partially ignores the role of sustainability factors (Cucculelli and Goffi, 2016).

The wealth of cultural and natural values can be utilized to support sustainable development (Ursache, 2015). The role of cultural heritage in the development of sustainable destinations is effective as an important pillar of environmental, social, and economic sustainability (Mirza, 2016). Furthermore, Wu, (2018) stated that cultural tourism is a valuable opportunity to increase competitiveness. Nocca, (2017) stated the discussion on the role of Cultural heritage in sustainable development is mostly only at a theoretical level and stated that the relationship between tourism and destination sustainability is still contradictory and complex, so more studies are needed to guide and improve the sustainability of cultural tourism (Weng et al., 2019).

Tourism activities are an effort to find the meaning of life through travel experiences, one of which is a cultural experience that can also be a trigger for the preservation and conservation of the nation's culture. Tourism activities based on the value of local wisdom are expected to balance globalization which often results in foreign cultures that are not following the order of values in a region. The existence of preservation and culture through tourism can be an effort to increase cultural resilience (Jimura, 2011).

Cultural tourism is affirmed by the United Nations World Tourism Organization (UNWTO, 2017) as the main element of international tourism consumption, covers more than 39 (thirty-nine) percent of tourist arrivals. Cultural tourism research is also growing rapidly, particularly in areas such as cultural consumption, cultural motivation, conservation of cultural heritage, cultural tourism economics, anthropology, and relations with the creative economy. Sustainably developing tourism is a must for all destinations

in the world, and cultural tourism is identified as a “sustainable” form and is currently the fastest-growing market in the tourism sector (Hieu and Rašovská, 2017).

The emergence of various environmental cases is an indication that shows a deterioration in the quality of the interrelationship between humans and the natural environment. Currently, the trend of tourism has changed from the previous mass tourism to alternative tourism. Mass tourism is characterized by large volumes of tourist activity (Vainikka, 2015) while alternative tourism places more emphasis on respect for nature, the environment, and culture (Triarchi and Karamanis, 2017). A culture-based tourism village that is currently developing in Indonesia is one of the destinations that can meet the interest of tourists.

The Banceuy Traditional Village is visited by a growing number of domestic and foreign tourists, both individuals and groups compared to the surrounding area with culture as the main attraction. The Banceuy Traditional Village can be used as cultural tourism because it has various values of local wisdom. In contrast to society in general, the people of the Banceuy Traditional Village live in a rural atmosphere, still maintaining their traditions and rituals from generation to generation well. Although the currents of globalization that occur massively cannot be completely avoided, which can be seen from the changes in some aspects of life physically, they do not change something that they consider abstract, namely as values or customs that they have long had.

The existence of cultural values can disclose an understanding of the richness and diversity of a cultural heritage that is owned as one of the advantages, so an in-depth analysis is needed so that its potential can be utilized and managed properly so that the Banceuy Traditional Village can become a leading cultural-based destination. The purpose of this study is to explore the values of local wisdom in the Banceuy Traditional Village community as a power of differentiation strategy to achieve a competitive advantage in sustainable tourism.

Methods

This research was conducted in an area that was developing nature and culture-based tourism village, namely the Traditional Village of Banceuy which is located in Subang Regency, West Java Province, Indonesia. This study was used qualitatively to reveal the meaning of the research results (Ritchie et al., 2020). Data were collected from words, pictures, and not numbers (Phillippi and Lauderdale, 2018; Porter et al., 2016; Holliday, 2010) and were taken from primary and secondary sources which were collected over a

period of 12 months. The research was conducted in natural conditions, was explorative and the researcher was the key instrument. Explorative research is a research design that has the main goal of providing meaning and understanding of the problems at hand (Marshall et al., 2013).

The data collection technique was carried out with participatory observation, namely a way of observing the behavior of a community by being directly involved in their activities (Creswell and Poth, 2016). Interviews were conducted with cultural actors and community leaders of the Banceuy traditional village who understood cultural inheritance, indigenous people, and tourists who were doing tourism activities. Informants were selected purposively and snowball sampling. The results of the data search were then processed qualitatively and described in descriptive form.

The sampling process will continue until sufficient and accurate information was obtained to be analyzed to draw research conclusions. The validity of the data in this study used source triangulation with a series of qualitative data analyses according to the interactive model proposed by Huberman and Miles, (2019) which consisted of the process of data collection, data reduction, data presentation, and verification or concluding with the help of ATLAS.ti 8 software. Documentation studies were carried out to complete data related to the study of Sundanese cultural values in realizing sustainable tourism, including; writings about Sundanese culture in the form of journals, books, articles, and activity pictures. Focus group discussion (FGD) was conducted to find the meaning of a theme according to the understanding of a group (Campbell, 2010). FGD was also intended to avoid the wrong meaning of a researcher to the focus of the problem being studied. The FGD in this study will invite community leaders from the Banceuy Traditional Village, community representatives, academics in the field of culture and tourism, tourism industry stakeholders, tourist representatives, and related government parties.

Result and Discussion

Banceuy Traditional Village as a Cultural Tourism Destination

The Banceuy Traditional Village is located in Subang Regency, West Java Province, Indonesia. Geographically, it is very strategic because it is often used as an alternative route to Bandung, Sumedang, Cirebon, Tasikmalaya, and Jakarta. The Subang Regency Government divided its territory into three zones, namely north, middle, and south. The Banceuy Traditional Village is located in the southern zone which has a lot of potential and tourist attractions, consisting of nature tourism, historical and cultural tourism, and culinary tourism. And has well-known tourist destinations such as the Ciater tourist area

and the Mount Tangkuban Parahu natural tourism park. Currently, the Subang Regency government was developing a tourist village, one of which was the Banceuy Traditional Village.

The Banceuy Traditional Village had natural and cultural resources that were still preserved. This can be seen from the many traditional ceremonial traditions related to the procedures for caring for nature and still having customary forests. It covered an area of 157 hectares, but only about 12% is used for residential purposes, this showed that local people still depend on nature for their lives and live in harmony with nature. The form of local wisdom values in the Banceuy Traditional Village area can be grouped in the form of philosophical values from the history of the Banceuy Traditional Village, traditional ceremonial traditions, arts, nature, culinary specialties, children's games, folk entertainment, and procedures for building houses. The value of local wisdom that was still firmly held made it able to survive against foreign cultures that can erase the values passed down from their ancestors.

Several parties played a role in preserving and developing local culture, including the existence of traditional leaders who always led, controlled behavior, and maintained the trust of the local community. Tradition and culture can also survive thanks to the care of its citizens who had sincerity and value good relations with the Creator, fellow humans, and nature, and introduced them to the next generation. The local government also showed its support through the establishment of Kampung Banceuy as a traditional village and several Non-Government Organizations that often guided increasing human resource capacity in organizational management, especially Kompepar, programs related to providing access to clean water, household waste management, and conservation of customary forests. The local community also developed culture, one of which was by developing traditional arts by modifying art tools such as Celempungan and tuunggulan art so that visitors can enjoy it at any time without being limited by customary rules.

The value of local wisdom owned by the Banceuy Indigenous Village community was in accordance with what was described by Hofstede, (1980) which consisted of Values, rituals, heroes, and symbols. Values were the noble values of local wisdom that can be a value for the community of Banceuy Traditional Village by maintaining the traditions carried out by their ancestors and passing them on to the younger generation. Rituals, some rituals that were still carried out consistently as a form of respect to God, nature, and ancestors. Heroes, traditional leaders who were considered elders and were used as role models, have the nickname Abah. Respecting their ancestors by maintaining the inherited mandate, such as carrying out the Ruwatan Bumi. There were also figures such as Dewi

Sri whom they respect during the Ruwatan ritual. Symbols, there were many symbols such as traditional art tools, lisung which were still used for pounding rice and for certain rituals (tuunggulan), traditional clothes used by the community when carrying out rituals/traditional ceremonies/traditions as well as in daily life, namely kebaya (women) and pangsi (man). The typical language was Sundanese which was used daily. In addition to the Sundanese language, the Banceuy Traditional Village also has Pitutur Luhur (words of wisdom) which were obeyed and implemented in everyday life.

Actualization of Local Wisdom Values as Strength of Differentiation Strategy to Achieving Sustainable Tourism Competitiveness

Tourism development cannot be separated from the resources and uniqueness of the local community, both in the form of physical and non-physical elements (tradition and culture), which were the main driving elements of tourism activities. The development of cultural resource-based tourist destinations aimed to support efforts to preserve nature, culture, and the environment. The development of tourism destinations based on traditional values and local wisdom values became a medium for conservation and cultural development, not the other way around which destroyed the existing cultural structure. Understanding the characteristics of the resources owned by an area can be the foundation for the development of a tourist village that can be brought benefits to humans and minimized the negative impacts that may arise. Tourist villages that only follow trends and were not rooted in community characteristics and local wisdom values cannot last long, cannot be in harmony with the lives of local communities, and had the potential to cause internal conflicts.

The actualization of local wisdom values in the Banceuy Traditional Village as a tourist attraction that was competitively sustainable can be seen in the involvement of the local community as the subject of tourism activities. Indigenous people have a high sense of belonging to the area they live in so that they can generate enthusiasm to care for, utilize, and preserve the area which can influence their actions to provide the best work.

The celebration to be grateful for the earth which they call Ruwatan Bumi and the implementation of the Cultural Festival which is regularly held every year can attract tourists to visit the Banceuy Traditional Village. Tourists can feel the nuances of Sundanese culture that were still preserved, can enjoy the richness of the distinctive regional arts and culture as entertainment, aesthetic experiences, and educational spaces to learn art and culture. The atmosphere of rural life that still maintained traditions from generation to generation also attracted many tourist visits as educational tourism and eco-

tourism. The Banceuy Traditional Village community was open to tourists who want to experience culture and enjoy the natural atmosphere of the countryside through direct experience. Educational tourism and Eco-Tourism were a combination of the concept of education with the concept of rural tourism, tourists can interact directly with community members, be involved with the daily life of the local community such as farming and gardening. Visitors were also introduced to traditional arts and food.

Differentiation Strategy in Building the Competitive Advantage of Sustainable Tourism in the Banceuy Traditional Village Area

The actualization of the local wisdom value in the Banceuy Traditional Village showed the implementation of the resource-based view theory which explained that resources are one of the main assets in developing sustainable competitiveness. Tourists coming to a tourist destination enjoy the resources owned by the destination, one of which was cultural resources. The value of local wisdom was part of a culture that is deeply rooted in the people of Kampung Banceuy, known for its indigenous people who still carried out various rituals related to agriculture and the human life cycle so that they had distinctive values.

Local wisdom which has a distinctive value in the Banceuy Traditional Village community had the potential to be developed into a cultural tourism product through the application of a differentiation strategy, namely by creating a unique product that was different from competitors (Porter et al., 2016; Asman et al., 2021). The differences created must be brought meaningful value and created tourist satisfaction obtained through experiences that had noble values. Noble values derived from certain ethnic cultures cannot be compared with other cultures because culture has noble values that were respected by the community. The competitiveness of tourist destinations based on culture cannot be judged by superior values, but competitive cultural tourism destinations were cultural tourism destinations that can maintain authentic and unique noble values that were different from other cultures. The potential implementation of a differentiation strategy to create sustainable competitiveness in the Banceuy Traditional Village can be done through the development of tourism products based on local wisdom values, product packaging through special interest tourism packages, increasing professionalism in managing tourist destinations, and collaboration with stakeholders.

Development of Tourism Products based on Local Wisdom Values

Tourism destinations must provide offers in the form of tourism products because if the destination did not have any products, the question was what will be enjoyed (consumed)

by visitors or tourists? The value of local wisdom can be part of a product that can meet the needs of tourists for cultural experiences. The results of the identification of local wisdom values that have an attraction and can be favored by the Banceuy Traditional Village as a cultural tourism destination include traditional ceremonies at Ruwatan Bumi events that are held regularly, cultural festivals, nature tours, and educational tours.

The potential of resources in the form of the unique value of local wisdom was different from other surrounding areas, which mostly tend to develop natural tourist destinations. This advantage can be developed to be competitive, efforts to develop cultural-based tourism products can be realized from existing products and develop new products that still have links with existing ones.

Products that had unique and different differentiation can be used as characteristics because tourism products were a central component in tourism activities. Destination development will also be more focused if it had clear tourism products, including determining tourist segments and targets. The tourism product will determine the required resource support. The understanding of cultural products was divided into tangible cultural products and intangible cultural products, the two types of cultural products cannot be separated from cultural values or heritage that were related to the local environment.

Tangible cultural heritage as a legacy of physical artifacts owned by the Banceuy Traditional Village such as agricultural tools and arts inherited from their ancestors, traditional clothing, historical sites such as the tomb of Aki Leutik which is a sacred tomb for residents, well-preserved nature such as Leuwi Lawang, Curug Bentang, Customary landscapes and forests. Intangible cultural heritage was understood as a practice, representation, expression, knowledge, or skill. The Banceuy Traditional Village had many intangible cultural heritages that were full of local wisdom values such as traditional ceremonial rituals, historical stories, traditions and oral expressions (pitutur luhur), arts, festivals, knowledge, and practices about the universe, as well as traditional craft skills.

Excellent products owned by Banceuy Traditional Village such as Ruwatan Bumi events and cultural festivals can be compiled in a list of cultural events (calendar of events). Preparation of calendar of events by mapping the implementation of various traditional events, which were in the Banceuy Traditional Village. From several traditional ceremonies and religious activities, Ruwatan Bumi events and cultural festivals were able to bring in many tourists. This traditional ceremonial event can be developed by mapping

several traditional ceremonies that were routinely carried out by the Banceuy community based on time, although the rituals were more of a group or individual celebration, such as the *hajat wawar* and the *hajat Mulud Aki Leutik*. In addition to cultural products that contained the main attraction, it can also be developed with natural tourism products such as trekking tours, cycling, camping in the open, as well as designing tourism products in the form of activities with the community (living with local communities) as part of educational tourism and ecotourism.

The tourism product was a single unity, namely all elements that can fulfill the needs of tourists who will create the experience. Therefore, in addition to the main attraction, it was also necessary to pay attention to the elements of tourist destinations that can increase the comfort of tourists while traveling such as road accessibility, transportation, and directions. In addition, it was also necessary to develop amenities in the form of homestays, tourism information centers, and arts and crafts centers as well as the addition of supporting facilities in the form of health clinics and tourism security posts.

The tourist segment of the Banceuy Traditional Village can be identified according to the potential of the Banceuy Traditional Village as a cultural tourism village and from the needs of tourists. Then the tourist segment of the Banceuy Traditional Village included:

1. Formal school institutions: some formal schools, both secondary and primary levels, usually brought their students to learn directly from the community about the values of existing local wisdom. These educational institutions carried out educational tourism activities by integrating education through tourism activities, they got experiences such as the value of hard work, simplicity, and cooperation which were usually carried out by people every day.
2. Students who carried out the final project: those who came related to school assignments such as students who researched final assignments such as theses to dissertations. They dug up information as well as carried out tourist activities such as hiking to *Curug Bentang* and *Leuwi Lawang*. They also had activities with the local community, namely learning art and some games typical of the Banceuy Traditional Village.
3. Academics and researchers visited because of their interest and concern for culture. They usually explored information related to the values of local wisdom while enjoying the rural atmosphere and experiencing community life by staying with them for a few days. They also often carried out community service activities and social activities in the form of assistance in tourism management and increasing human resource capacity as well as cultural and artistic values.

Understanding the right market segment can help the manager of the Banceuy Traditional Village to prepare and communicate the right products that suit the needs of these tourists. The arrival of tourists from this market segment can also regenerate a sense of pride for the local community for their noble values. This can also inspire the residents of the Banceuy Traditional Village to continue to preserve these noble values.

Packaging of Tourist Attraction Products through Alternative Tour Packages

The main attraction (major attraction) in the form of cultural attraction can be combined with natural and artificial attractions as a supporting attraction (minor attraction). The two tourism products will continue to exist sustainably if they were based on the context of the place, and were conveyed by cultural actors. Furthermore, cultural products can be packaged in the form of tour packages. Making natural tourism packages such as trekking and cycling tour packages by utilizing the beauty of the natural environment of the Banceuy Traditional Village as a trekking or cycling route.

Alternative tour packages can be chosen was to cycle around the village or stop to observe the activities of the local community. Trekking activities can be done with the Curug Bentang or Leuwi Lawang route which has begun to be developed into natural tourism. This activity can also be packaged with other types of activities such as ecotourism activities that have the potential to be developed, namely those related to the preservation of the Banceuy Indigenous forest. In addition, the potential for beautiful and cool nature was also very suitable for camping activities as part of educational tourism or nature tourism.

Many educational tour packages have started to be implemented in the Banceuy Traditional Village with many students learning to directly interact with nature and the Banceuy community, students doing lectures and final assignments, as well as researchers who were interested in the culture and history of the Banceuy Traditional Village. This activity can be developed with the theme of living with indigenous communities. People's daily activities can be packaged into activities that can be followed by tourists such as tourists who can do farming, gardening, or even cooking classes to get to know the making of typical culinary of the Banceuy Traditional Village such as making satu cake and ranginang katumbiri where the results of their work can become memorable souvenirs.

Tourist destination managers can integrate local food into one of the attractive tourism products that can be offered to tourists visiting a destination (Robinson and Getz, 2014).

Local food can be a tourism destination differentiation strategy and build brand identity and marketing (Lin et al., 2010; Okumus et al., 2013; Purnomo, 2021). Tour packages and food products produced from the Banceuy Traditional Village can also be branded to strengthen the positioning of the Banceuy Traditional Village as a cultural tourism destination that was applied to every promotion of tourism products. For example, by labeling ranginang katumbiri products, satu cake, and papagan sauce.

Managers can also create a different experience for new tourists by providing a special welcome drink, such as bajigur syrup or bandrek. This brand can be a differentiator for a destination, this strategy was also carried out by the Indonesian state with the country branding "Wonderful Indonesia" which reflected the positioning and differentiating of Indonesian tourism at the world level. Branding can integrate strategic elements in one precise formula to create characteristics, identify differentiation, positive image, and increase the competitive advantage to achieve regional goals (Thorne, 2013). So far, branding has been carried out through promotions on social media and assisted by several communities who care about the Banceuy Traditional Village, including Genpi Subang and HI (Human initiative) West Java. According to the head of Kompepar Kampung Adat Banceuy, currently, the tour packages were starting to be compiled by the manager but still need assistance including the difficulties in calculating the tour package which contained specific costs and details (tour quotation).

Increasing the Professionalism of Tourism Destination Management

Cultural tourism products that were packaged creatively in offering identity or theme of tourist attraction must be able to ensure that tourists will get a specific and different quality of experience from other tourism products to encourage the emergence of a strong new visit motivation. This tourism product can be implemented if the people of the Banceuy Traditional Village were ready to provide services for their potential resources. Therefore, to be able to carry out this activity, the people of Banceuy need the training to acquire skills in implementing service excellence and communication skills to guide tourists and even skills and speak English to prepare for foreign tourists, which until now there have been several people from Japan, Canada, and Timor-Leste.

The management of the Banceuy Traditional Village as a tourist destination must also be improved by maintaining good coordination between pokdarwis/kompepar and the local community. The community as the host must be able to provide the best service. As in the implementation of events that have been running so far, the activity management system must be made. This system, which details the activities in an event, includes welcoming

tourists, paying for tour packages, selecting tour packages, guiding tours, and providing feedback from tourists.

During the observation period, these activities have not been well-coordinated so that tourists who came are sometimes confused about what activities to do, and how to meet their needs while in Banceuy Traditional Village, it was necessary to make a guide book that can provide information related to Banceuy Village as a traditional village and tourist destination based on culture. This guide was believed to facilitate Kompepar's duties and responsibilities as a tourism resource manager. To be understood, a narrative product was needed in the form of an interpretation of the attractiveness of cultural heritage. The narrative product contained a description of the object of cultural heritage, a description of cultural values (storytelling). Based on the narrative, the travel and packaging flow can be designed to become a tourism product that can be accessed by tourists.

The manager can provide an itinerary to group tourists or provide an overview of the implementation of the event to individual tourists. New arrivals can be directed to the Pokdarwis Secretariat Office (tourist information center) because this secretariat was strategically located, located near the arrival gate of Kampung Banceuy, and around the location, there was a field that can be used as a parking area. To make it easier for tourists, it was necessary to make clear directions on how tourists can get to the Banceuy Traditional Village. The management experienced a lack of preparation to communicate access to the Banceuy Traditional Village during the 2019 Ruwatan Bumi event when guests from Japan arrived. The manager asked for help from researchers to explain the direction that the guest could take, even the researcher became a guest partner from Japan who helped the communication between the manager and the guest.

Stakeholder Cooperation

The development of culture-based tourism must involve tourism stakeholders who were often referred to as Penta helix. Stakeholders played an important role in the development of a tourist destination (Dabphet, 2012; Widjaja et al., 2021). Tourism stakeholders in the Banceuy Traditional Village had started to get involved and had a role in tourism development. Their level of involvement varied depending on their role as tourism stakeholders which covered:

1. The government, including the provincial and district/city governments that acted as the organizer of cultural tourism development following applicable regulations.

2. Community was the local community who were administratively residents of the Banceuy Traditional Village. The community was also understood as a group that has an interest in certain issues on certain cultural themes.
3. Industry/Business were businessmen in the tourism sector that support tourism development sustainably and responsibly. Such as tour and travel businessmen who supported the concept of ecotourism and travel sustainability.
4. Academics were an educational community that played a role in the development of cultural tourism through research and service.
5. Media, namely information media that had attention to cultural themes, both industrial and community-based, and the use of social networks.

Tourism products based on culture and local wisdom values developed in Banceuy Traditional Village were not only commodities that were concerned with profit, but the culture and values of local wisdom owned by the local community must be maintained and respected. The development of culture-based tourism products must also be aimed to preserve local cultural heritage values as identity and can meet tourist satisfaction through extraordinary experiences. Goeldner and Ritchie, (2012) revealed that seeking psychological and physical experience and satisfaction was the reason tourists visit a destination. The tourism destination development strategy was based on a balance value that was not only focused on a customer-centric strategy or a tourism development strategy that was centered on tourists. So it was hoped that tourism resources can be maintained and tourism activities can run sustainably and responsibly.

An indicator of a country's tourism performance on a macro basis that was often used as a reference was the Travel and Tourism Competitiveness Index issued by the World Economic Forum (WEF). One of the assessments used in ranking the performance of the travel and tourism sector was based on cultural resources. A tourism destination that had cultural resources as the main resource and was supported by other resources, especially human resources, government support, and other stakeholders can prepare competitive tourism products.

This tourism activity certainly brought benefits to the economy, socio-culture, and the environment. Relevant parties synergized with each other to maintain existing resources and even develop them into more valuable products. The competitive advantages of tourism products in the form of ruwatan bumi events or cultural festivals showed different unique values, natural tourism products have a differentiation in the form of the natural beauty of waterfalls, rivers with stones shaped like a gate that did not exist elsewhere and educational tourism products can help provide positive education for tourists to be proud

of cultural values. In addition to these tourism products, the combination of types of tourism products in the form of tour packages had the potential to become a competitive advantage for cultural and natural tourism destinations in the Banceuy Traditional Village.

The strategy to differentiate the products or services offered at cultural tourism destinations was to design products and services that were perceived by stakeholders as unique and can create certain value for tourists. The application of a differentiation strategy in cultural tourism destinations was a good strategy to pursue sustainable cultural tourism so that a destination has a competitive value. The differentiation strategy can sometimes hinder the achievement of the goal of obtaining a high market share because this can result in an exclusive product. Therefore, managers of cultural tourism destinations need to know the segments and target markets so that they can communicate their products and services to the right segments.

Media promotion that has been carried out by Kompepar Kampung Adat Banceuy was through social media. The Banceuy Traditional Village has an account both on Instagram and on Facebook. The head of Kompepar and his creative team always updated tourist activities and convey the closest activities to be carried out such as holding cultural festivals, ruwatan bumi, and other activities.

Conclusion

The traditional village of Banceuy had the potential to attract tourists, especially from the diversity of culture and nature. The value of local wisdom from Traditional Villages in the form of traditions, customs, traditional arts, and natural preservation. Through the exploration of the value of local wisdom in the traditional village of Banceuy, it can be understood that the implementation of ritual events of traditional ceremonies, cultural festivals, the value of natural wealth, and the life of the village community can become a tourist attraction and can be enjoyed by tourists as a unique cultural tourism product and can be developed into a strategy differentiation. The strength of the differentiation strategy in building a competitive advantage in sustainable tourism was carried out through the development of tourism products based on the value of local wisdom, packaging products through alternative tourism packages such as educational tours, increasing professionalism in managing tourist destinations, and synergizing tourism stakeholders. The strategy was implemented to achieve tourist satisfaction through an extraordinary experience (extra-ordinary experience) by communicating products and services to the right segments with principles on the value of sustainability.

Research Implication and Limitation

Empirically, this research can be implemented by tourism managers and the government as a reference in developing cultural tourism destinations. Empirically, this research provided support in the development of tourist destinations through tourism resources as a sustainable competitive advantage, which included the development of tourism products based on the value of local wisdom, packaging of tourism products, increasing professionalism of destination management, and Penta helix synergy. This research has limitations, it was conducted in the Banceuy Traditional Village which was a small part of the portrait of the Sundanese community. The local wisdom values that have been explored have not been able to describe the Sundanese people in general. The results of this study can be useful for the managers of the Banceuy Traditional Village and can be a recommendation for local government policies, but for other regions that want to implement it, some adjustments were needed according to the characteristics of each region.

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