

The Role of Local Wisdom Tourism Attractions in Preserving Legendary Stories: Strategies to Support Sustainable Development Goals (SDGS)

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Abstract. Hereditary legends play an important role in cultural preservation and cultural-based tourism development. In the context of sustainable tourism, the integration of local wisdom, including legends, can be an effective strategy to achieve the Sustainable Development Goals (SDGs), especially in cultural preservation (SDGs 11) and local economic development (SDGs 8). However, the phenomenon of fading interest in folklore among the younger generation and the potential for over-commercialization in the development of cultural attractions are challenges that need to be overcome. This study aims to explore the role of local wisdom-based tourist attractions, especially legends, in supporting sustainable tourism and cultural preservation. Based on the literature review, this study identified five main indicators in the development of tourist attractions, namely economy, socio-culture, environment, education, and community welfare. The results of the study indicate that the management of legend-based tourist attractions not only has a positive impact on the local economy, but also increases cultural awareness, supports environmental preservation, and plays a role in the education of the younger generation. However, active involvement of local communities and careful management are essential to optimize this potential. Thus, this study emphasizes the importance of maintaining a balance between commercialization and cultural preservation in the development of sustainable legend-based tourism.

Keywords: legend stories, tourist attractions, sustainable tourism

Introduction

Legendary stories that are passed down from generation to generation are an important part of the local wisdom of a community. Its existence not only enriches culture, but also contains educational and moral values that can be a tourist attraction. Cultural-based tourist attractions, such as performances, festivals, and tourist narratives that tell local legends, can be an effective strategy in preserving cultural heritage. With the growing concept of sustainable tourism, the integration of local wisdom in the tourism sector is relevant to support the Sustainable Development Goals (SDGs), especially in terms of cultural preservation (SDGs 11: Sustainable Cities and Communities) and local economic development (SDGs 8: Decent Work and Economic Growth) (Mulyanti, 2021). Folklore, such as legends, myths, and fairy tales, are increasingly rarely known by the younger generation. This is due to the lack of interest and attention to this cultural heritage, which has the potential to result in the loss of local cultural values.

Suyanto (2024) in Antara News about the development of tourist villages ignoring local wisdom. Deputy Chairperson of the MPR, Lestari Moerdijat, reminded that in the development of tourist villages, social aspects and environmental sustainability must be a serious concern. He emphasized the importance of maintaining local wisdom so that it is not eroded by modernization in efforts to develop tourism. Mulyadi (2024) that BRIN researchers emphasize the internalization of cultural attractions in tourist villages. Researcher from the BRIN Community and Culture Research Center, Rusydan Fathy, emphasized that cultural attractions in tourist villages should be internalized with the culture of the local community, not just displayed to meet tourist demand. He reminded that culture that is only displayed without being internalized can reduce sacredness and risk extinction.

Over-commercialization of Cultural Attractions. Cohen (2004) discusses the impacts of tourism commercialization on cultural sites and highlights the need for responsible tourism practices that respect local wisdom and heritage. Globalization threatens the preservation of intangible cultural heritage, such as legends and local wisdom, and highlight the need for sustainable tourism practices that protect cultural identity (Timothy & Boyd, 2003).

Mulyadi (2024) that BRIN Researchers Emphasize Internalization of Cultural Attractions in Tourist Villages. Researchers from the BRIN Community and Cultural Research Center, Rusydan Fathy, emphasized that cultural attractions in tourist villages should be internalized with the culture of the local community, not just displayed to meet tourist demand. He reminded that culture that is only displayed without being internalized can reduce sacredness and risk extinction. Folk tales or legends that are almost extinct require cultural preservation. This can be done by several aspects, such as literacy, school learning, and tourism. The tourism aspect can contribute a role in preserving Indonesian culture about sustainable tourism to preserve the culture of legend stories.

The gap analysis based on the background of this study resulted in the fact that although many studies have been conducted on the relationship between legend stories and culture-based tourism, there are still several research gaps that require further exploration. For example, previous studies such as those conducted by Richards (2001) and Cohen (2004) focused more on how legend stories can be used as promotional tools or educational media in tourism. However, these studies have not explored in depth the specific mechanisms of how legend stories can influence the development of culture-based tourism at the local level, especially in the context of Indonesia which has a diversity of legend stories in various regions.

In addition, most studies tend to examine the economic aspects or marketing potential of the use of legends in tourism, such as in Lazell's (2005) study. However, studies on how legends can influence tourist perceptions, shape authentic experiences, and strengthen cultural relationships between local communities and tourists are still limited. Related studies also tend to ignore the role of local communities in preserving and conveying legends as an integral part of the cultural tourism ecosystem.

In the Indonesian context, research linking the diversity of legends with sustainable tourism development strategies is still rare. Meanwhile, the need for a culture-based tourism approach that involves the active participation of local communities is increasing. Thus, this study attempts to fill this gap by examining in more depth the influence of legends on the development of culture-based tourism, especially in the Indonesian context, and identifying strategic approaches that can optimize the potential of local culture as a tourist attraction.

Theoretical Review

Tourist Attractions

Tourist attractions are one of the reasons why tourists visit tourist destinations. Tourists will choose the desired tourist destination to relieve fatigue and refresh themselves. Tourist attractions can be in the form of natural tourism, special interest tourism, cultural tourism, artificial tourism, and other tourism. Natural tourist attractions are categorized into several indicators according to experts: visual beauty (aesthetic aspects that include the beauty of the scenery and the visual appeal of natural tourist destinations) (Musa & Dimmock, 2012); biodiversity (variations in flora and fauna that can enhance the tourist experience) (Kiper, 2013); natural facilities and infrastructure (availability of facilities that support tourist comfort such as trekking trails, observation areas, and information centers) (Becken & Hay, 2007); accessibility (ease of access to a location, including transportation and road infrastructure) (Gössling, 2002).

Scheyvens (2002) analyzes the role of local communities in managing and developing tourist attractions. The aim is to ensure that tourism impacts provide direct benefits to local communities and involve them in preserving culture and the environment. According to Weaver (2006), tourist attractions can be developed without damaging the environment, culture, or local communities. Sustainably designed tourist attractions aim to protect natural and cultural resources while providing economic benefits. Fiore and Jeoung (2007) highlight the importance of entertainment, education, aesthetics, and escapism in creating meaningful tourist experiences. Tourist attractions should be designed in such a way that allows tourists to engage emotionally and cognitively with the local culture and the stories they tell.

According to Qiu, Zuo, and Zhang (2022), topics related to food tourism, sacred knowledge, traditional management systems, traditional management systems, legends, and myths can achieve high impact. Indicators in measuring cultural attractions from the results of several expert quotes, namely using aspects: 1) Economy (United Nations World Tourism Organization [UNWTO]), 2) Socio-Cultural (Timothy & Boyd, 2003), 3) Environment (Weaver, 2001), 4) Education and Awareness (Tilden, 1957), 5) Community Welfare (Scheyvens, 1999).

Legend Stories

The number of legend stories documented and raised in tourist attractions, such as legend tours, art performances, or cultural publications (Timothy & Boyd, 2003). The involvement of local communities in cultural preservation is seen in the level of community participation in telling, displaying, and preserving legend stories. This includes involvement in theater performances, cultural festivals, or educational activities involving legend stories. Increased cultural awareness among tourists and local communities is demonstrated through surveys or evaluations that show increased knowledge and understanding of tourists and local communities about legend stories and cultural wisdom.

In Thailand, there is international tourist demand for the Dragon Fireball Festival in Nong Khai province; Thailand is very popular with tourists (Maneenetr & Tran, 2014). The legend of the dragon fireball, the culture of the Mekong River, and holy places are tourist attractions in Nong Khai, Thailand.

Legends play a significant role in the world of tourism, both as a tool to attract tourists and as an integral part of the cultural identity of a region. According to Endraswara (2011), legends are folktales that reflect the cultural values and traditions of a society, and function as a means of conveying moral and historical messages. In the context of tourism, legends are often used as tourist attractions, especially in the form of folktales associated with certain places, such as historical sites, nature, or historical buildings. Purnomo (2013) added that legends can function as a medium to introduce and popularize a tourist destination. Legends related to the origins of a place or important events in an area, such as stories about the origins of the name of a place or stories about legendary figures who were there, often attract the interest of tourists who want to know more about the story behind a destination.

Legends play an important role in tourism development because they are able to unite cultural values and unique tourist attractions. According to Lazell (2005), legends are not just folk tales, but also a window to understanding the history, myths, and traditions of a community that can enrich the tourist experience. Legends are often used to describe the origins of a place or connect it to important figures in history, which in the context of tourism, are the main attraction. Tulloch (2004) stated that legends can shape the image of a destination, making it more interesting and memorable for tourists. The existence of legends can also change tourists' perceptions of a place, which might initially be considered an ordinary location, into a place full of mystery and interesting stories.

Richards (2001) explains that in the context of tourism, legendary stories can function as narratives that connect tourists with local culture and social values in the area. This provides a more authentic and in-depth experience for tourists, especially when they are faced with stories that are rich in meaning and history. Cohen's (2004) research also found that legendary stories used in tourism promotion can increase tourist interest and loyalty, because they give them something more than just a physical tourist attraction, namely a cultural experience that touches their emotional aspects. Thus, legendary stories not only enrich tourist attractions, but also play an important role in promoting and maintaining the sustainability of tourism in an area.

For tourists, visiting a location that has a legendary story provides a more authentic and meaningful experience, because they feel connected to the story behind the place. Therefore, the management of legendary stories in tourism is not only aimed at preserving cultural heritage, but also to enrich the tourism experience itself, making it more interesting and educational.

Research Method

This research uses a qualitative method. Sugiyono (2015) qualitative method is a research conducted naturally and naturally. The approach in this research is to use a field approach, meaning that researchers come directly to the field to observe a phenomenon, and use literature review. This research uses a literature review method to analyze the role of local wisdom-based tourist attractions in preserving legendary stories and their strategies in supporting the achievement of Sustainable Development Goals (SDGs).

This method was chosen because it is able to provide in-depth understanding through the collection, analysis, and synthesis of various relevant literature sources. The research process begins with the collection of literature from various sources, such as scientific journals, books, research reports, articles, and other documents related to local wisdom, legendary stories, tourism, and SDGs. The literature used is selected based on the criteria of relevance, validity, and reliability of the source. Next, a literature analysis was conducted to identify key themes, including the role of tourist attractions in preserving legendary stories, challenges and opportunities in managing local wisdom-based tourism, and the contribution of tourism to achieving the SDGs, especially in terms of cultural preservation, local community empowerment, and environmental sustainability.

Results and Discussion

The role of tourist attractions in preserving legendary stories is a way to implement sustainable tourism. This is studied with indicators 1) Economy, 2) Socio-Culture, 3) Environment, 4) Education and Awareness, 5) Community Welfare. This is obtained from a literature review of several studies.

1. Economy

UNESCO (2013), the cultural tourism sector contributes significantly to the local economy by creating jobs and increasing the income of local communities. The report highlights that destinations that utilize cultural heritage attract more tourists, which in turn drives local economic growth. Aksi.co (2024), Case Study of the Ghost Legend of Mount Yotei in Japan. The integration of local legends about the ghost of Mount Yotei in festivals and tourist attractions has increased interest tourists to visit the area. Festivals featuring folklore attract tourists who want to experience local culture, thus increasing revenue from the tourism sector. Rahman (2017) the story of Dewi Danu and Lake Batur, has been implemented in the culture of life and the tourism industry. Tourist attractions that promote this legend not only attract tourists but also contribute to the preservation of culture and the improvement of the local economy through the sale of souvenirs and tour guide services. Suhadak (2024), the use of mythology and folklore in the promotion

of cultural tourism in Sumbawa has increased tourist awareness of local cultural heritage. This not only increases tourist visits but also encourages cultural preservation and provides economic benefits to local communities.

2. Socio-Cultural

Sudadak (2024) mythology and folklore can be used as promotional tools in cultural tourism in Sumbawa. The results show that the integration of local stories in tourist attractions increases tourist interest and helps preserve local culture. Suryani (2020), Cangkuang Temple provides a narrative of legends that are raised in tourist attractions to increase cultural appreciation and attract more visitors. Pratama, R. (2024) Sangkuriang folklore integrates local legends into tourist attractions to enrich tourist experiences and support cultural preservation. Rahman (2017) the use of Balinese legends in tourist attractions contributes to cultural preservation and local economic development.

3. Environment

Suryana, A (2015), this study evaluates the impact of the development of pilgrimage and cultural tourism in Panjalu Village, which is based on local legends, on the physical environment. The results show that the increase in the number of tourists puts pressure on the environment, such as increasing the volume of waste and damage to vegetation around the tourist area. Hasanah, R. (2019) tourism based on local wisdom and legendary stories in Kasepuhan Cipta Mulya has a positive impact on the environment, such as the preservation of customary forests and sustainable management of natural resources. Cultural tourism encourages people to protect the environment as part of the tourist attraction.

4. Education and Awareness

Suryana, A. (2015), the Kampung Naga community passes on its cultural values to students and college students through educational tourism. Tourists are invited to live and be involved in the daily lives of the community, allowing them to learn cultural values intensively. Puskomedia (2024) development of the Kampung Naga tourist village as a means of learning local culture and history. The tourist village offers an in-depth experience to appreciate local traditions, customs, and heritage, and contributes to cultural preservation and sustainable economic growth. ReadmoreID (2024) the richness of Nusantara mythology and legends as a cultural heritage that reflects local wisdom and the values of Indonesian society. Stories such as Roro Jonggrang and Putri Duyung are not only entertaining but also hold deep meanings about the origins, beliefs, and social norms that shape the nation's identity.

5. Community Welfare

Amaruli (2018) the potential of culture and local wisdom in tourism development in Central Java. The results show that packaging local culture, including legendary stories, can improve community welfare through increased income and cultural preservation. Suryana (2023) community participation in the development of local wisdom-based tourism in Janari Village. It was found that active community involvement in tourist attractions that highlight local legendary stories contributed to improving economic and social welfare. Sugiarti (2019) an ecotourism development model that integrates culture and local wisdom, including legendary stories, to improve community welfare. The results show that this approach is effective in increasing income and environmental preservation.

The role of tourist attractions in preserving legendary stories plays an important role in supporting the concept of sustainable tourism. This can be seen from its contribution to the economic, socio-cultural, environmental, educational, and social welfare aspects. Based on existing research, the integration of legendary stories in the tourism industry not only

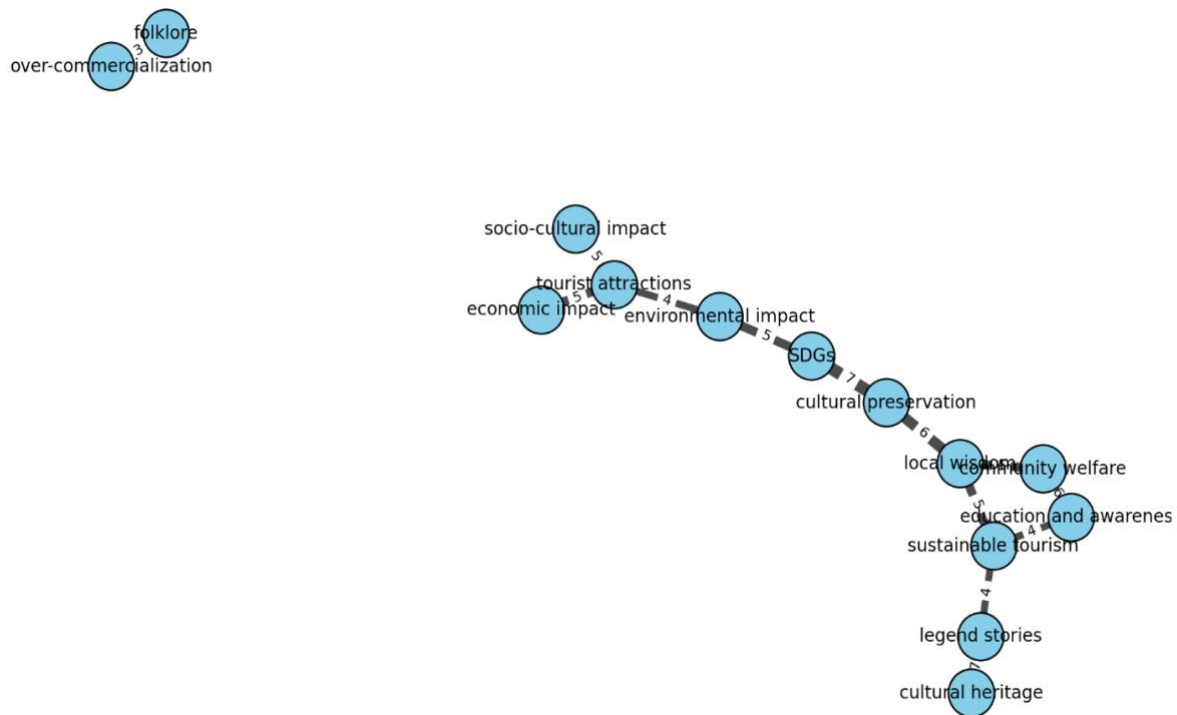
increasing tourist appeal, but also facilitating the preservation of local culture, providing a positive impact on the environment, and encouraging sustainable economic growth.

It can be concluded from the results of the discussion that: 1) **Economy** Several studies show that the cultural tourism sector that utilizes legendary stories can make a significant contribution to the local economy. For example, the UNESCO report (2013) states that cultural tourism can create jobs and increase local income. Festivals or tourist attractions that highlight local legends, such as the case of the legend of the Ghost of Mount Yotei in Japan (Aksi.co, 2024) and the legend of Dewi Danu in Bali (Rahman, 2017), have been shown to increase tourist interest and encourage local economic growth. Through the sale of souvenirs, tour guide services, and increasing the number of visitors, legendary stories become an attraction that can drive the economy in the area. 2) **Socio-Cultural Integration** of legendary stories in cultural tourism not only focuses on the economy, but also supports the preservation of local culture. Folk tales such as those found in Cangkuang Temple (Suryani, 2020) or the Sangkuriang story (Pratama, 2024) teach traditional values that shape the cultural identity of the community. This process enriches the tourist experience while helping them appreciate existing traditions and cultural heritage. Therefore, tourism based on legendary stories also has a positive impact on appreciation for local culture, as well as strengthening the cultural identity of an area. 3) **Environment** The development of tourism based on legend stories can have a double impact on the environment, both positive and negative. On the one hand, tourism that promotes local wisdom, such as in Kasepuhan Cipta Mulya (Hasanah, 2019), can promote the preservation of customary forests and natural resources. On the other hand, tourism that is not well managed, such as in Panjalu Village (Suryana, 2015), can put pressure on the environment, causing increased waste and damage to vegetation. Therefore, it is important to ensure that the management of tourism based on legend stories is carried out sustainably and responsibly towards the environment. 4) **Education and Awareness** Legends also play an important role in educating and raising public awareness of the importance of cultural preservation. As found in Kampung Naga, educational tourism that promotes local cultural values allows tourists to better understand and appreciate the cultural heritage of an area (Suryana, 2015). In addition, the development of tourist villages such as in Kampung Naga (Puskomedia, 2024) provides an opportunity to educate the public about local history and traditions, while encouraging a deeper understanding of Indonesia's rich culture. 5) **Community Welfare** One of the most significant impacts of legend-based tourism is improving community welfare. Through the development of tourism that promotes legends, local communities can experience an increase in income, as happened in Janari Village (Suryana, 2023) and Central Java (Amaruli, 2018). Active community participation in the management and development of tourist attractions based on local wisdom can improve the local economy, while ensuring that traditions and legends are preserved for future generations.

Thus, through a tourism approach that integrates legendary stories, we are not only able to introduce and preserve cultural heritage, but also create positive impacts on the economy, socio-culture, environment, education, and community welfare. This approach shows that sustainable tourism is not only about economic benefits, but also about maintaining and appreciating existing cultural values and local wisdom.

Network visualization of articles with nodes representing important keywords, and lines between nodes showing relationships (co-occurrence) based on the context of the article. The thickness of the lines reflects the weight of the relationship between keywords.

Network Visualization for Sustainable Tourism and Local Wisdom

**Figure 1. Network visualization**

Source: Researcher's (2024)

The network visualization represents the key concepts and their interrelationships derived from the article on sustainable tourism and local wisdom. Here's a detailed explanation:

(1) Nodes

Each node represents a key concept or keyword, such as "sustainable tourism," "local wisdom," "legend stories," "cultural preservation," etc.

The size of the nodes is uniform, but their placement indicates the strength and number of connections they have with other nodes.

(2) Edges

The lines connecting the nodes (edges) represent relationships or co-occurrences between the concepts. The thickness of the edges indicates the strength or weight of the relationship. For example, a thicker line signifies a stronger or more frequent connection in the context of the article.

(3) Key Relationships

"Sustainable tourism" is a central node, heavily connected to other key concepts like "local wisdom," "legend stories," and "education and awareness," emphasizing its foundational role in the study. "Local wisdom" shows strong connections with "cultural preservation" and "community welfare," highlighting its importance in maintaining cultural heritage and enhancing societal well-being. "Legend stories" are linked to "cultural heritage" and "socio-cultural impact," reflecting their role in enriching cultural tourism. The connection between "SDGs" and "environmental impact" suggests the emphasis on aligning tourism with global sustainability goals.

(4) Clusters and Themes

The graph displays thematic clusters, such as:

Cultural preservation and local economy: Focused on leveraging tourism to preserve culture and improve economic conditions.

(5) Environmental sustainability and SDGs

Highlighting the importance of responsible tourism practices in achieving sustainability goals.

(6) Education and community welfare: Showing the role of educational initiatives in raising awareness and benefiting local communities.

Conclusion

Local wisdom-based tourism attractions that utilize legendary stories have a strategic role in preserving culture and supporting the Sustainable Development Goals (SDGs). They not only boost the local economy through increased tourism but also help preserve cultural heritage, educate the younger generation, and promote environmental awareness. However, effective management and community participation are essential to maximize benefits and minimize negative impacts, ensuring that sustainable tourism becomes an integral part of community development strategies.

Recommendations

The recommendation from the results of this study is that sustainable tourism can be preserved through heritage tourism by introducing legendary stories. Given that legends are often associated with certain places, this study can examine how environmental management in culture-based tourism can integrate legendary stories. The focus can be on the environmental impact of attractions related to legendary stories and how environmental sustainability can be maintained through the preservation of local culture. With these studies, it is hoped that there will be a deeper understanding of the relationship between legendary stories and culture-based tourism, as well as how these cultural attractions can be optimized to support sustainable development goals, especially in cultural preservation, local community empowerment, and economic and environmental sustainability.

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