



## Convergence of Local Wisdom and Digital Transformation to Accelerate Tourism Village Ranking and Village SDGs

**Cherly Wangkay<sup>1\*</sup>, Eny Haryati<sup>2</sup>, Amirul Mustofa<sup>3</sup>**

<sup>1,2,3</sup>Fakultas Ilmu Administrasi, Universitas Dr. Soetomo, Surabaya, Indonesia

Correspondence Email: [eny.haryati@unitomo.ac.id](mailto:eny.haryati@unitomo.ac.id)

**Abstract :** This research aims to explore and optimize the potential convergence between local wisdom and digital transformation in accelerating the development of tourism villages and the achievement of village SDGs. The formulation of the problem raised is how to integrate local wisdom with digital technology to improve the ranking of tourism villages and support the achievement of village SDGs. The research uses a qualitative approach with data collection through in-depth interviews, field observations, and documentation. Data analysis is carried out thematically to identify patterns and relationships between the elements studied. The results of the study show that local wisdom has a vital role as a unique tourist attraction, while digital transformation plays a role in increasing the visibility and efficiency of tourism village management. Tourism villages that apply digital technology have a higher level of visits than conventional ones. The main challenges are the low digital literacy of managers and the limitations of infrastructure. In conclusion, the convergence of local wisdom and digital transformation has great potential in accelerating the development of tourism villages and achieving village SDGs. Successful implementation requires strong collaboration between the government, local communities, and the private sector, as well as increasing the capacity of managers in the use of digital technology.

**Keywords:** Tourism, Village, Local, Wisdom, Digital.

### 1. INTRODUCTION

Indonesia, as a country with a large number of villages, faces great challenges in the development of sustainable and competitive tourism villages (Thea Monika & Aditha Agung Prakoso, 2023). In the midst of cultural diversity and abundant tourism potential, the proportion of villages that already have tourist villages is relatively small when compared to the total number of villages throughout Indonesia (Sudibya, 2022). According to data from the Ministry of National Development Planning, until 2024, only around 6,026 tourist villages are registered in Indonesia, out of the total number of villages in Indonesia of 75,753 villages (Ministry of National Development Planning/National Development Planning Agency, 2024). This low number is due to limited access to infrastructure, lack of training for tourist village managers, and suboptimal management of local potential (Nikodimus, 2024). Based on data from the Ministry of Tourism and Creative Economy, although tourist villages have developed in several regions, the majority of existing tourist villages are still ranked at the lowest in the ranking level, which reflects the low quality of management and tourist attraction they offer (Candra, 2024). This is a very relevant problem to be overcome, because the development of quality tourism villages not only functions as a means of empowering local communities, but also as a contribution to the achievement of sustainable development goals or village SDGs (Krisnawati, 2021).

The importance of tourism villages in the context of national development, especially in creating jobs, reducing poverty, and encouraging economic growth, has triggered the idea of optimizing the potential of villages through the convergence of local wisdom and digital transformation (Yanti & Indahsari, 2024). Indonesia has a wealth of local wisdom spread across various regions, which, if managed properly, can be the main attraction in the development of tourist villages (Lewan, Mengko, & Kumaat, 2023). This local wisdom includes not only art and culture, but also social systems, traditional knowledge, and ways of life that have adapted to the environment (Jannah, Kristiansen, & Wibowo, 2024). This diversity has enormous potential to be elevated as a tourist attraction, as long as there is an effort to package and promote it using digital technology (Nugraha, Mulya, & Putra, 2023).

There are two main potentials that must be considered in the development of tourist villages in Indonesia. First, villages in Indonesia are rich in local wisdom that can be a unique tourist attraction (Widyastuty & Dwiarta, 2021). Each region has its own traditions, cultures, and natural uniqueness that can be presented as part of an authentic tourist experience. Second, well-developed tourist villages can provide a wide trickle-down effect, starting from capitalized communities such as investors, to lower communities such as farmers, the unemployed, to marginalized communities (Puspitarini & Anggraini, 2018). When tourist villages develop, the impact will touch various levels of society who are directly or indirectly involved in economic activities that revolve around the tourist village.

Data shows that tourist villages that are ranked highest, especially Independent Tourism Villages, have a much higher rate of tourist visits. This has implications for increasing the income of tourism village managers, in this case Village-Owned Enterprises (BUMDes) (Antara News, 2024). With increased income, BUMDes have the potential to develop more local businesses, create more jobs, and open up opportunities for micro, small, and medium enterprises (MSMEs) (Zakiyah & Resdiana, 2025). Successful tourism villages can also provide business opportunities to local communities that may not have previously been involved in the tourism sector. These all contribute to the achievement of the village's SDGs goals, especially on the first goal (Poverty-Free Villages), the second goal (Hunger-Free Villages), and the eighth goal (Village Employment and Economic Growth) (Alisjahbana & Murniningtyas, 2018).

However, to realize this potential, a convergence between local wisdom and digital technology is needed. One of the main obstacles faced by tourism villages in Indonesia is the low use of technology in marketing and managing tourist destinations. Many tourist villages still rely on conventional promotions and do not utilize existing digital platforms (Khadijah,

Rizal, Hadian, & Khoerunnisa, 2021). Digitalization provides a great opportunity for tourism villages to be more widely known, both at the national and international levels (Mumtaz & Karmilah, 2022). By utilizing information and communication technology (ICT), tourism villages can promote their uniqueness through social media, websites, and online tourism platforms that are increasingly popular.

In addition, digital transformation can also accelerate the tourist village ranking system, which has been running manually and takes a long time to update the status of tourist villages (Permana, Oktarina, Wijaya, Anggraeni, & Maulida, 2024). Digital-based rankings will speed up the evaluation process and provide more transparent information to the public, investors, and the government. This can also be the basis for determining policies and allocating a more targeted budget for the development of tourism villages (Santoso, Pangestuty, & Aulia, 2024).

The main purpose of this paper is to explore and optimize the potential convergence between local wisdom and digital transformation in accelerating the development of tourism villages and the achievement of village SDGs. In this case, the main focus of the village SDGs is the first goal, which is to create a village without poverty, the second goal, which is to overcome hunger in the village, and the eighth goal, which is to encourage village economic growth through job creation. In addition, the eighteenth goal that is characteristic of the village SDGs, namely building dynamic village institutions and adaptive village culture, is also very relevant in this context. Strengthening village institutions through digitalization will create villages that are more competitive, inclusive, and able to adapt to changing times.

## **2. METHODS**

This study uses a qualitative approach with the aim of exploring and analyzing the convergence between local wisdom and digital transformation in accelerating the ranking of tourism villages and achieving village SDGs. The qualitative approach was chosen because of its flexible nature and able to provide a deeper understanding of the phenomena that occur in the field, especially in the context of developing tourism villages based on local wisdom and digital technology. This approach allows researchers to explore how the local wisdom possessed by each village can be integrated with the development of digital technology to increase the competitiveness of tourism villages and encourage the achievement of sustainable development goals (SDGs).

This qualitative research method focuses on collecting descriptive data derived from in-depth interviews, field observations, and relevant documentation (Sugiyono, 2020). In-depth interviews were conducted with various parties who have an understanding of the development of tourist villages, such as tourism village managers (BUMDes), village governments, tourists, and local communities. In addition, interviews were also conducted with experts who focus on the development of tourism based on local wisdom and digital technology. The purpose of this interview is to explore the perceptions, experiences, and challenges faced by stakeholders in managing tourism villages, as well as to understand how digital transformation can be applied in the context of tourism villages that are still thick with traditional values.

In addition to interviews, field observation is also an important part of this research method. Observations were carried out in several tourist villages that are already operating in Indonesia, with the aim of understanding firsthand how local wisdom is applied in the management of tourist villages, as well as how digital technology is utilized in tourism promotion and management activities. This observation was carried out by recording the interaction between tourists, tourist village managers, and local communities, as well as observations on the use of information technology in various aspects of tourist village operations, such as ticket booking, marketing, and visitor management. This observation also includes an analysis of the socio-economic potential generated by the existence of tourism villages on the surrounding community, including positive impacts in terms of employment, income, and community empowerment.

In analyzing the data obtained, this study uses thematic analysis. The first step in thematic analysis is the transcription of interviews and field observation notes to identify the main themes that emerge. The researcher then classifies data related to the convergence between local wisdom and digital technology, as well as its impact on the development of tourism villages and the achievement of village SDGs. The emerging themes will be analyzed in depth to find the relationship between the existing elements, such as how local wisdom can be integrated with digital technology, the challenges faced in the process, and opportunities that can be used to improve the ranking of tourism villages and achieve the SDGs goals.

### 3. RESULTS AND DISCUSSION

Based on the analysis of data obtained from various sources, this study found several important findings related to the development of tourism villages based on local wisdom and digital technology. These findings are described in the following sections, namely: first, the potential and challenges of tourism village development, second, the role of local wisdom in the development of tourism villages, third, digital transformation as a factor in accelerating the development of tourism villages, and finally, the impact of tourism village development on the achievement of village SDGs.

#### **Potential and Challenges of Tourism Village Development**

As a country with more than 74,000 villages, Indonesia has great potential to develop sustainable and high-quality tourism villages (Sudibya, 2022). However, although there are many villages with extraordinary natural and cultural wealth, the proportion of villages that already have tourist villages is relatively small compared to the number of existing villages. Based on data from the Ministry of Tourism and Creative Economy, currently only a small number of villages have been successfully developed into well-managed tourist villages. Even from existing tourist villages, the majority are still ranked at the lowest level in the ranking level of tourist villages set by the government (Ministry of National Development Planning / National Development Planning Agency, 2024).

The main challenge faced by tourism villages in Indonesia is the lack of understanding and skills in managing tourist destinations professionally. Many tourist villages are managed with a traditional approach and rely on limited resources (Puriati & Darma, 2021). Despite its great potential, management based on traditional methods often faces challenges in terms of infrastructure development and more modern marketing (Astara, Mahardika, & Singapurwa, 2019). This leads to the low quality of existing services and infrastructure, which in turn has an impact on low tourist visits. One example of data found by researchers states that tourist villages that are still relatively low in their management because they use conventional methods are the Tenganan Tourism Village in Bali. The village is famous for its strong customary traditions and the life of its people who still maintain the traditional way of life. Despite its great cultural appeal, its management still relies heavily on traditional methods, such as word-of-mouth marketing, lack of digital promotion, and lack of facilities that are in line with the evolving needs of modern travelers. This hinders the potential of the village to develop more

widely as a more well-known and high-quality tourist destination (Suprpto, Sutiarto, & Wiratmi, 2021).

One of the factors that plays a role in this problem is the limited knowledge about marketing and promotion, as well as the low use of digital technology in introducing tourist villages to the global market (Diwyarthi & Pratama, 2024). Examples of data found by researchers in Cikakak Tourism Village still face obstacles in the management of digital media, where only a few people are involved, such as the Secretary of the Pokdarwis and the Chairman of the Working Group. Even though it already has a website and social media, the existing facilities are still limited, such as the lack of features to buy entrance tickets, book homestays, culinary, and tour packages online. In addition, the limited number of digital media managers and the low knowledge and ability of human resources (HR) in terms of digitalization are the main challenges that hinder the potential of this tourist village to develop more optimally in the global market (Rosiana, Maulina, Irani, Daniati, & Kuswandi, 2023).

Difficulties in building the capacity of tourism village managers and increasing community participation are also significant problems (Udayani, Dewi, & Widnyani, 2024). Many tourist villages do not have clear management, with the role of managers not well divided between the village government, the community, and the private sector. This hinders the potential of tourist villages to develop optimally. In addition, although the local wisdom possessed by the village community is very rich and has the potential to become a tourist attraction, many villages do not have the ability to package and promote the local wisdom professionally (Patty et al., 2024). Therefore, the existence of digital technology is very important in supporting efforts to improve the quality of tourism village management.

### The Role of Local Wisdom in the Development of Tourism Villages

One of the important findings of this study is that local wisdom has a very large role in the sustainable development of tourism villages. Some of the findings found by researchers in Boti Tourism Village, East Nusa Tenggara about local wisdom such as traditional houses "ume kbubu", traditions, cultural arts, and the value system of mutual cooperation can be important assets in the development of sustainable tourism. The implementation of this local wisdom not only serves as a tourist attraction, but also creates a deeper connection between visitors and the local community, as well as increasing awareness of the importance of cultural preservation (Babu, Wulandari, & Susanto, 2024). Similarly, the use of local wisdom in the development of Pandean Tourism Village can increase tourism potential without damaging the social order and

the surrounding natural environment. The values of local wisdom are the main capital in building human creativity that has economic value (Moh. Musleh & Nabila Septia Rosa, 2024).

Local wisdom owned by village people is not only related to cultural traditions, arts, or social systems, but also includes a way of living in harmony with nature (Abduh, Ma'arif, Ari, Nurmalawati, & Unaedi, 2023). The cultural diversity that exists in Indonesia, such as customs, traditional ceremonies, handicrafts, and local culinary, has extraordinary potential to become an authentic tourist attraction. The management of tourism villages based on local wisdom can create a unique tourism experience and differentiate Indonesian tourism villages from other tourist destinations in the world (Lewan et al., 2023).

However, the management of local wisdom in the context of tourism villages often encounters obstacles. Many villages find it difficult to align local wisdom with the needs and preferences of the tourist market (Patty et al., 2024). For example, some existing traditions may not be in accordance with the tastes of modern tourists, or the process of developing tourist villages sometimes ignores aspects of preserving local wisdom that can be eroded by the times. In this case, it is important for tourism village managers not only to rely on cultural and natural attractions, but also to develop a management system that can preserve local wisdom without losing its attractiveness (Astuty, Nurzam, Sudarsono, Kurniawan, & Novitasari, 2023).

This study found that in several villages that have succeeded in developing tourism based on local wisdom, this success is largely driven by strong cooperation between local communities, village governments, and the private sector. Pujon Kidul Tourism Village, Malang Regency implements synergy between the village government and the private sector, such as Cafe Sawah, which has succeeded in developing the potential of horse racing tourism and tourist village markets. This collaboration creates jobs and increases the income of the local community (Nusantara, 2018). Tourism villages that prioritize local wisdom also tend to be more successful in maintaining their characteristics as authentic tourist destinations (Esariti et al., 2023). Therefore, it is important to involve the community in every stage of the development of the tourist village, from planning to implementation, so that they feel owned and responsible for the continuity of the tourist village.

### **Digital Transformation as a Factor in Accelerating the Development of Tourism Villages**

Along with technological developments, digital transformation is one of the key factors that can accelerate the development of tourist villages. This study shows that the use of digital

technology can have a significant positive impact in increasing the visibility and competitiveness of tourist villages. For example, the use of social media and other digital platforms allows tourism villages to reach a wider market, both at the national and international levels (Prasetyo, Irawati, & Satriawati, 2023). In addition, digital technology can also increase efficiency in the management of tourist villages, such as in terms of ticket booking, digital payments, and visitor data management. In Tanjung Tourism Village, Pamekasan, a digital platform is being developed that provides information about tourist attractions, facilities, and travel packages. Local communities are involved in digital marketing and social media management training, increasing their capacity to promote tourism villages effectively (Khoiri, 2025). The findings of this study are in line with the theory of digital transformation which states that the application of digital technology can accelerate the process of village development. By utilizing social media and digital platforms, tourism villages can increase promotion, reach a wider market, and encourage faster local economic growth (Ananda & Dirgahayu, 2021).

In the context of marketing, this study finds that tourist villages that have utilized digital platforms, such as social media, websites, and tourism applications, tend to have a higher level of visits compared to tourist villages that still rely on conventional promotion. One successful example is the Tembi Tourism Village in Yogyakarta, which has succeeded in attracting local and foreign tourists by utilizing social media and digital platforms to promote cultural events and activities in the village (Arumdita, 2024). The use of this technology allows tourism village managers to reach a wider audience, as well as build stronger brand awareness (Mumtaz & Karmilah, 2022).

However, the use of digital technology also faces a number of challenges, especially in terms of digital literacy among tourism village managers and village communities. Many tourism village managers are not familiar with the use of information technology for the management of tourist destinations (Rosiana et al., 2023). Therefore, training and mentoring for tourism village managers are very important. This study recommends that the government and related institutions provide technology-based training to assist tourism village managers in utilizing digital tools that can improve the efficiency and quality of their services.

### **The Impact of Tourism Village Development on the Achievement of Village SDGs**

The development of tourism villages based on local wisdom and digital transformation not only contributes to the tourism sector, but also has a direct impact on the achievement of



the village's sustainable development goals (SDGs). Based on the findings of this study, well-developed tourism villages can create wide employment opportunities for rural communities, thereby contributing to poverty reduction and improving community welfare. Tourism villages that have received high ratings, especially those with the status of Independent Tourism Villages, are able to attract a large number of tourists, which leads to an increase in income for tourism village managers, in this case Village-Owned Enterprises (BUMDes) (Hastutik, Padmaningrum, & Wibowo, 2021). For example, Ponggok Village in Klaten Regency, Central Java, through the management of the Umbul Ponggok tourist attraction, has succeeded in increasing village income from IDR 5 million per year to IDR 6.5 billion per year. Net profits of Rp3 billion are used for the empowerment of other BUMDes businesses, such as the provision of clean water facilities, homestays, and places to eat (Baperlitbang Kendal Regency, 2016).

This increase in income also opens up business opportunities for local MSMEs, which can provide typical village products to tourists. Therefore, the development of tourism villages based on local wisdom can accelerate the achievement of the first goal of the SDGs, namely Poverty-Free Villages (Presidential Regulation Number 59 of 2017, 2017). In addition, with the increase in employment and community income, tourism villages also contribute to hunger reduction, which is the second goal of the SDGs. This study finds that well-managed tourism villages have a significant impact on the economic empowerment of rural communities, both directly and indirectly. The development of tourist villages has a significant positive impact in various aspects. In terms of economy, tourist villages are able to increase community income, absorb labor, and encourage an increase in Regional Original Income (PAD) and economic growth. On the socio-cultural side, the management of tourist villages helps strengthen local culture and traditions, increase organizational awareness, and boost education and the use of technology. In addition, in the environmental aspect, the development of tourism villages increases awareness of environmental conservation, improves facilities and infrastructure, and encourages better management of land conversion. All of these aspects show that the development of tourism villages can encourage the achievement of sustainable development goals at the village level (Yanti & Indahsari, 2024).

On the other hand, the development of tourism villages also plays a role in creating more dynamic and adaptive village institutions, which is one of the specific goals in the Village SDGs (Zakiyah & Resdiana, 2025). Villages that are successful in managing tourism villages will have a more organized institution, with more transparent and professional management.

This strengthens the capacity of villages to manage their resources in a sustainable manner and be more adaptive to changing times.

#### **4. CONCLUSION**

Based on the results of this study, it can be concluded that the convergence between local wisdom and digital transformation has great potential in accelerating the development of tourism villages and the achievement of village SDGs. Local wisdom possessed by village communities can be a unique and authentic tourist attraction, while digital transformation can improve the efficiency of tourism village management and expand market reach. In addition, the development of tourism villages based on local wisdom and digital technology also has a positive impact on increasing community income, creating jobs, and empowering local MSMEs. Therefore, it is important for the government and all stakeholders to strengthen collaboration in developing sustainable and competitive tourism villages.

This research has several limitations that need to be considered. First, this research only focuses on the convergence of local wisdom and digital transformation in the context of tourism village development, without considering in depth other external factors such as political conditions, central government policies, or global market dynamics that may affect the development of tourism villages. Second, data collection through interviews and field observations is limited to a few specific tourist villages, so it may not fully represent the diversity of conditions and challenges faced by all tourist villages in Indonesia. Time and resource constraints also limit the geographic scope of the research. Third, this study does not measure the economic impact of the implementation of digital transformation in tourist villages, so the conclusion about the effectiveness of digital transformation in increasing people's income and welfare is still qualitative. In addition, this study does not specifically examine digital security aspects and potential risks that may arise from the digitalization process of tourist villages.

Based on the results of previous research, the follow-up research plan can be focused on developing a more specific digital technology integration model for tourism village management. This research may include a study of the effectiveness of the use of certain digital platforms, such as mobile applications or destination management systems, in improving the quality of services and tourist experiences in tourist villages. Aspects that can be studied include the development of a digitalization system for real-time ranking of tourist villages,

quantitative economic impact analysis of the implementation of digital technology, and comparative studies between tourism villages that have implemented digital transformation and those that have not. In addition, the measurement of the digital literacy level of village communities and its influence on the success of tourism village management is also a relevant focus in this follow-up research.

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