

Synergy of Environmental Management and Public Policy for Adat-Based Tourism: A Study on the Baduy Cultural Saba, Indonesia

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Abstract

Saba Budaya Baduy in Kanekes Village, Lebak Regency, is a custom-based tourist destination that offers unique culture and beauty of the natural environment. However, the increase in the number of tourists poses new challenges, including environmental degradation, pressure on local culture, and less than optimal public policies in support of sustainability. This study aims to analyze the synergy between environmental management based on local wisdom and public policy in realizing sustainable tourism in the region. The method used is a qualitative approach with case studies. Data was collected through in-depth interviews, field observations, and analysis of policy documents. The results of the study show that the local wisdom of the Baduy indigenous people, such as the prohibition of the use of modern technology and nature conservation practices, plays an important role in maintaining environmental balance. However, the public policies implemented are often not in harmony with customary values, thus creating challenges in destination management. This research identifies the need for closer synergy between the government, indigenous peoples, and tourism actors to create inclusive and adaptive policies. The main recommendations include increasing the participation of indigenous peoples in the policy formulation process, strengthening environmental regulations, and educating tourists about the importance of respecting local customs and the environment. This research is expected to be a reference in the development of other customary-based tourism destinations in Indonesia.

Keywords: *Environmental Management, Public Policy, Sustainable Tourism, Local Wisdom, Saba Baduy Culture .*

Introduction

Studies related to environmental management, custom-based tourism, have been carried out many times, including Bakker, E. (2015) discussing various challenges in custom-based tourism management, Tiro, I. & Prasetyo, B. (2017) discussing various systems of local wisdom in environmental management by indigenous peoples, Sari, L. N., & Mustikaningtyas, S. (2020) analyzing environmental management based on local wisdom with a focus on the integration of local wisdom in tourism policy. Putra, H. B., & Widodo, S. (2019) provides insight into the challenges and opportunities in the implementation of sustainable tourism policies involving indigenous peoples, Wijaya, A. (2021) discusses the impact of tourism and efforts to manage tourism by respecting local wisdom and environmental conservation, Riza, I. (2022) provides an analysis of collaboration between the government and indigenous peoples in managing sustainable tourism, Gössling, S., & Scott, D. (2015) discusses the relationship between tourism and economic sustainability and how public policies can support sustainable tourism management, with a focus on social and environmental aspects, Cohen, E. (2016) discusses the importance of tourism that is sensitive to local culture and the environment, as well as how public policies can integrate local wisdom in destination management, Sujata, S., & Sugiarto, E. (2018) provides a case study on how indigenous knowledge is applied in tourism management and its impact on environmental and cultural sustainability, Nasution, M., & Harahap, R. (2021) identifies challenges and opportunities in the development of sustainable tourism in indigenous communities, taking into account aspects of public policy and environmental conservation, Yudha, K. (2021) analyzes how cooperation between indigenous peoples and the government can help to create sustainable tourist destinations and maintain cultural and environmental sustainability, Fitriani, R. (2022) explained the importance of the role of indigenous peoples in tourism management that considers cultural and environmental preservation as well as public policies that support it, Berkes, F. (2018) discussed the importance of traditional ecological knowledge in natural resource management, which is relevant to customary-based tourism management, Fletcher, R. (2017) discusses the principles of ecotourism and its

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application in the management of sustainable tourism destinations based on customary values and local culture, in contrast to previous studies, the research conducted by the researcher focuses on the Synergy of Environmental Management and Public Policy for Custom-Based Tourism: A Study on the Baduy Cultural Culture.

Sustainable tourism is an approach in tourism development that aims to meet the needs of tourists and the tourism industry today without sacrificing the ability of future generations to meet their needs. This concept is all the more important because while tourism has significant economic benefits, its negative impact on the environment and local culture cannot be ignored. Increased tourism activities often lead to environmental degradation, such as pollution, deforestation, and destruction of wildlife habitats. Many natural tourist destinations experience over-tourism, where the number of tourists that exceed the carrying capacity of the environment damages the ecosystem. In addition, the entry of outside influences can threaten the sustainability of local traditions, customs, and values. Indigenous culture is often reduced to tourist attractions that lose their authentic essence, thus triggering cultural commodification, where cultural elements are only seen as products for tourist consumption. In the social and economic context, tourism can also create inequality, where economic benefits are enjoyed more by outsiders such as large investors, while local communities often benefit disproportionately.

To address these challenges, sustainable tourism emphasizes three key interrelated principles. The first principle is environmental protection, which encourages eco-friendly tourism practices such as waste management, carbon emission reduction, and natural resource conservation. This also includes attention to the carrying capacity of the environment so that tourism activities do not damage the ecosystem. The second principle is cultural preservation, which emphasizes the importance of respecting, protecting, and promoting local cultural heritage in order to remain sustainable and authentic. Local communities need to be involved in designing and managing culture-based tourism activities. The third principle is the improvement of the welfare of local communities, which ensures tourism provides fair economic benefits, such as job creation, increased income, and infrastructure development. In addition, local communities need to be empowered to manage their tourism potential with sustainability principles.

Through the application of these three principles, tourism can be a tool to support sustainable development that combines environmental sustainability, cultural preservation, and the welfare of local communities. Thus, sustainable tourism provides solutions to various challenges faced by tourist destinations around the world, including custom-based areas such as Saba Budaya Baduy.

Indonesia, as a country rich in cultural diversity and ecosystems, faces complex challenges in managing custom-based tourism. With hundreds of tribes and traditions, as well as abundant natural resources, Indonesia has great potential to develop cultural tourism and ecotourism. However, this diversity also brings challenges, especially in maintaining a balance between customary preservation, environmental protection, and meeting the needs of the tourism industry.

One real example is Kanekes Village in Lebak Regency, Banten, which is home to the Baduy indigenous community. As a leading cultural tourism destination, Saba Budaya Baduy attracts tourists because of the authenticity of the traditions and simple life of the Baduy people who still maintain their customs in the midst of modernization. However, the increase in tourist visits brings pressure on the local environment and culture. These pressures include environmental damage due to poorly managed tourism activities, increased waste production, and the potential for disruption of the harmony of indigenous peoples' lives by outside influences.

The balance between the preservation of Baduy customs and tourism management that supports sustainability is the main challenge. The Baduy indigenous community has strict customary rules, such as a ban on the use of modern technology and natural resource management based on ecosystem balance. However, tourism policies often do not fully integrate this local wisdom, creating a potential conflict between the need for cultural preservation and tourism development efforts. Therefore, a collaborative approach involving indigenous peoples, governments, and tourism actors is urgently needed to address

these challenges and create sustainable custom-based tourism in Kanekes Village and similar destinations in Indonesia.

The increase in tourist visits to Saba Budaya Baduy, a custom-based tourist destination located in Kanekes Village, Lebak Regency, Banten, has had a significant negative impact on the local ecosystem. One of the main problems is the increase in the volume of garbage. Many tourists are not aware of the importance of maintaining environmental cleanliness, so they leave garbage along tourist routes or in village areas. This is a big challenge for the Baduy indigenous people, who have a simple life principle and do not use modern technology to manage waste.

In addition, the destruction of customary forests has become a serious issue due to uncontrolled tourism activities. Some tourists enter areas that are considered sacred or prohibited by indigenous peoples, which not only violates customary norms but also threatens the preservation of customary forests as an important part of the local ecosystem. Illegal activities, such as taking plants or animals as souvenirs, also exacerbate this condition.

Furthermore, large tourist visits can cause disturbances to the surrounding environment, such as soil erosion due to frequent passage, water pollution from domestic waste, and disturbances to local fauna. In addition to ecological impacts, interactions that are not in accordance with customs can also disrupt the socio-cultural harmony of the Baduy community.

These impacts show the need for more planned and sustainability-based tourism management. Policies that support tourist education, better waste management, and limiting the number of visitors need to be implemented to protect the local ecosystem of Saba Budaya Baduy from further damage.

Existing policies related to the management of tourist destinations often do not fully consider the needs and values of indigenous peoples, as seen in the case of Saba Budaya Baduy. The Baduy indigenous people have a deep social, cultural, and local wisdom system, which is highly focused on environmental conservation and sustainable management of natural resources. However, government policies implemented in tourism management are often more oriented towards economic achievement and infrastructure development, without taking into account the customary principles practiced by local communities.

The gap between government policies and indigenous peoples' practices creates several challenges in the management of tourist destinations. One of the challenges is the lack of recognition of the important role of indigenous peoples in natural resource management. The Baduy community, for example, already has an environmental management system that has proven effective in maintaining the balance of their local ecosystem and culture. However, policies often implemented by governments, such as the development of tourism infrastructure or the regulation of tourist volumes, are not always aligned with their customary principles. These policies sometimes do not take into account the values held high by indigenous peoples, such as bans on the use of modern technology or restrictions on access to customary forests that are considered sacred.

In addition, the lack of involvement of indigenous peoples in policy formulation often leads to incompatibility between the rules set by the government and the reality on the ground. Without greater participation from indigenous peoples in planning and decision-making, such policies could be incompatible with local needs or even undermine existing social harmony.

It is important to integrate a more inclusive and local wisdom-based approach in tourism management policies. By actively involving indigenous peoples in decision-making, policies can better reflect local values and environmental needs, while still supporting sustainable tourism development. Without this synergy, challenges in destination management, such as those experienced by Saba Budaya Baduy, will continue to develop and may harm indigenous peoples and the environment in the future.

Indigenous peoples have local wisdom that has been tested in the management of the environment and natural resources for centuries. This local wisdom includes various principles and practices that maintain the balance of the ecosystem and support environmental sustainability. For example, many indigenous peoples, such as those found in Saba Budaya Baduy, have customary rules governing the use of natural resources, including prohibitions on indiscriminate deforestation, restrictions on the use of modern technology, and wise management of water resources. In addition, this local wisdom also includes a spiritual connection with nature, which considers nature as an inseparable part of their lives. Although this local wisdom is very important in preserving the environment, the role of indigenous peoples in public policy is often overlooked. This is due to several factors, including a lack of recognition of the existing customary system. Governments often focus more on more formal or modern development approaches, such as infrastructure development and tourism, which are often inconsistent with customary principles. Existing customary systems are not always recognized as an integral part of natural resource management policies. As a result, although indigenous peoples have a sustainable environmental management system, policies implemented by governments often ignore or even contradict these values. In addition, indigenous peoples are rarely involved in the formulation of policies that affect their land and natural resources.

The decision-making process is in many cases top-down, where government policies are implemented without directly involving indigenous peoples, causing them to not consider traditional ways that have proven effective in protecting the environment. Rapid social and economic changes due to globalization and modernization also affect indigenous peoples, many of whom are affected by modern lifestyles and consumption patterns that are not environmentally friendly. Governments and tourism industry players often push for changes that focus on short-term economic gains without paying attention to the potential damage to local wisdom and environmental sustainability. In addition, indigenous peoples often do not have sufficient access to express their views in decision-making forums related to public policy. They may not have the resources or networks to support their involvement in policymaking, or they may face bureaucratic barriers that hinder their active participation. Therefore, the active involvement of indigenous peoples in public policy is essential to create more inclusive and sustainable policies. Recognizing and appreciating local wisdom in policy formulation can have a positive impact on maintaining environmental and cultural sustainability. Thus, providing space for indigenous peoples to be involved in policy-making related to natural resources and environmental management is an important step towards more effective and sustainable environmental management.

Collaboration between the government, indigenous peoples, and tourism actors is very important to create policies that support environmental and cultural sustainability, especially in custom-based tourist destinations such as Saba Budaya Baduy. Each party has different roles and interests, but with good synergy, they can work together to achieve a larger goal: preserving culture and the environment while improving the economic well-being of local communities.

Governments have an important role to play in creating legal and policy frameworks that support sustainability, providing funds and infrastructure, and overseeing the implementation of these policies. However, government policies are often less effective if they do not involve indigenous peoples in their formulation and implementation. Indigenous peoples have a deep knowledge of their local ecosystems and cultural traditions that have proven effective in maintaining the balance of nature. By involving them in the decision-making process, the resulting policies will be more relevant and in accordance with local needs and values. In addition, tourism actors have the responsibility to carry out sustainable tourism practices and comply with existing rules, such as waste management, protection of flora and fauna, and respect for local customs and traditions. They can also play a role in educating tourists about the importance of preserving the environment and culture.

This collaboration allows for the creation of holistic policies, where social, cultural, and environmental aspects can be maintained simultaneously. Synergy between the three parties can involve an approach based on local wisdom, the use of environmentally friendly technology, and destination management that pays attention to the carrying capacity of the environment and the involvement of local communities in management. Through this synergy, not only cultural and environmental sustainability can be guaranteed,

but also sustainable economic income for indigenous peoples, which can improve their quality of life without damaging natural resources.

For example, the implementation of a collaborative model in Saba Budaya Baduy, by involving indigenous peoples in the management of tourist destinations and ensuring that government policies support customary principles, can be an effective management model for other custom-based tourist destinations in Indonesia. This model can be applied in other areas that have indigenous communities and potential for culture-based tourism, resulting in sustainable long-term benefits for all parties involved.

As a custom-based tourist destination, Kanekes Village, which is home to the Baduy indigenous community, requires a policy approach that is sensitive to customary values and cultural principles upheld by the local community. This approach must be able to integrate customary values in every aspect of environmental management and tourism management, so that the goal of cultural preservation and environmental sustainability can be achieved, while providing sustainable economic benefits for the community.

First, the policy implemented in Kanekes Village must take into account the customary system that has been applied by the Baduy people for a long time in their natural resource management. The Baduy people have developed very deep customary rules, such as the prohibition of indiscriminate logging, restrictions on the use of modern technology, and wise management of water resources. These values are not only social rules, but also an integral part of the way they keep the environment sustainable. Therefore, public policies governing tourism and environmental management in Kanekes Village need to respect and strengthen these customary rules, without compromising the sustainability of traditional practices that have proven to be effective.

Second, tourism management policies in Kanekes Village must be designed to maintain a balance between tourist visits and environmental carrying capacity. This includes regulating the number of tourists who come so that they do not exceed the carrying capacity of nature and social communities, as well as the application of sustainable tourism principles that pay attention to aspects of nature and cultural conservation. For example, policies that regulate the use of tourism facilities such as trekking trails, accommodations, and tourist attractions must follow customary rules that prioritize harmony between humans and nature. On the other hand, tourism management must also ensure that tourism activities do not damage cultural or spiritual sites that are important to the Baduy community.

Third, to ensure that this policy can run well, it is very important to involve the Baduy indigenous people in the formulation and implementation of the policy. The Baduy people have a deep understanding of how to preserve their nature and culture, so their participation in policy-making is essential. In this way, the policies implemented will be more in line with their needs and values, and indigenous peoples will feel valued and involved in the tourism management process.

Fourth, the government should also support local initiatives by providing training and facilities that allow the Baduy people to manage tourist destinations independently, without having to sacrifice their customary principles. This can include training in waste management, tourist trail arrangements, or marketing techniques that are in line with their cultural ethics.

With a policy approach that integrates these customary values, Kanekes Village can be an example of how customary-based tourist destinations can manage tourism sustainably, which is not only economically beneficial but also maintains cultural sustainability and environmental sustainability for future generations.

This study aims to analyze the synergy between environmental management based on local wisdom and public policy in tourism management in Saba Budaya Baduy. In addition, this research also aims to identify challenges and opportunities that exist in environmental management and public policies in customary-based tourist destinations, especially in Kanekes Village. Through this research, it is hoped that effective solutions can be found to overcome the obstacles faced in the management of customary-based tourism, as well as provide recommendations for sustainable tourism policies that involve indigenous peoples as the main actors in the planning and management of tourist destinations.

Method

The research method for the study "Synergy of Environmental Management and Public Policy for Custom-Based Tourism: A Study on Saba Budaya Baduy" involves a qualitative approach with descriptive analysis techniques to deeply explore the interaction between environmental management based on local wisdom, public policy, and customary-based tourism practices. The following are the methodological steps used in this study:

Qualitative Approach

This research uses a qualitative approach because the focus is on a deep understanding of the social and cultural phenomena that occur in Saba Budaya Baduy. This approach allows researchers to explore perceptions, views, and experiences from various related parties, such as the Baduy indigenous people, local governments, and tourism actors.

Data Collection Techniques

Some of the data collection techniques used in this study include:

In-depth Interviews: Interviews are conducted with Baduy indigenous peoples, local policy makers (local governments), and tourism actors (e.g., tour managers and tourism operators) to find out information about custom-based environmental management practices, tourism policies, challenges faced, as well as their expectations and perceptions of sustainable tourism in Baduy Cultural Culture.

Focus Group Discussion (FGD): The FGD was conducted with indigenous community groups, the government, and tourism actors to discuss issues related to custom-based tourism management, including how synergy between public policy and local wisdom can be created to maintain environmental and cultural sustainability.

Document Study: The researcher examines government policies related to tourism and environmental management in Lebak Regency and Banten Province, as well as documents related to the Baduy Cultural Saba, to analyze the extent to which public policies support or contradict existing customary values.

Data Analysis

Categorization: Grouping data based on relevant themes or issues, such as tourism policy, environmental management, challenges and opportunities, and the role of indigenous peoples in public policy.

Interpretation: Analyze the data in the cultural and social context of the Baduy indigenous people, and consider the relationship between public policy and customary practices in natural resource management.

Triangulation: Using various data sources (interviews, FGDs, document studies) to verify findings and ensure the validity of research results.

The data obtained from interviews, FGDs, and document studies were analyzed using thematic analysis techniques, where the researcher identified the main themes related to the synergy of environmental management based on local wisdom and public policy in tourism management in Saba Budaya Baduy. This process includes:

Synergy Analysis and Challenges

The researcher also analyzed how the synergy between environmental management based on local wisdom and public policy can be carried out more effectively, as well as identifying the challenges faced by the Baduy

indigenous people in carrying out sustainable tourism management. This involves analyzing the gap between existing government policies and the customary principles applied in the village.

Policy Recommendations

Based on data analysis, this research will also produce policy recommendations to create a sustainable tourism management model that actively involves indigenous peoples in policy planning and implementation, as well as strengthen synergy between the government, indigenous peoples, and tourism actors to maintain environmental and cultural sustainability. With this approach, the research is expected to contribute to the development of sustainable tourism policies that are more inclusive and based on the principles of environmental sustainability and the preservation of local culture.

Results and Discussion

Synergy between environmental management based on local wisdom and public policy in tourism management in Saba Budaya Baduy.

The synergy between environmental management based on local wisdom and public policy in tourism management in Saba Budaya Baduy involves understanding how the two elements can work together to achieve common goals, namely environmental preservation, cultural preservation, and economic sustainability for the local community. This synergy requires harmony between the customary rules carried out by the Baduy people and the policies implemented by the government for tourism management. The following is an analysis of the synergy:

Environmental Management Based on Local Wisdom

The Baduy indigenous people have a proven environmental management system for centuries. This system includes principles that prioritize harmony between humans and nature. Some of the values of local wisdom that are firmly held by the Baduy people include:

Prohibition of Indiscriminate Deforestation: The Baduy people have a customary rule that prohibits indiscriminate logging of forests and excessive exploitation of natural resources. Forests are considered an important part of the balance of nature and their spiritual life.

Restrictions on the Use of Modern Technology: The Baduy community, especially the Baduy Dalam, is very concerned about the limitations in the use of modern technology that can damage the traditional lifestyle and the balance of nature.

Wise Management of Natural Resources: They have traditional ways of managing natural resources, such as water management and agriculture that do not damage the soil and ecosystems.

This local wisdom is the foundation in maintaining environmental sustainability and has been tested for many years. However, in the context of tourism, these principles often face challenges due to the increasing number of tourists coming and their potential impact on the environment.

Public Policy in Tourism Management

On the other hand, public policies issued by local and national governments have the goal of developing the tourism sector as an economic driver. However, the policy does not always take into account the principles of local wisdom that apply in indigenous communities such as Baduy. Some of the challenges that arise from public policy include:

Over-Tourism: Policies that do not take into account the carrying capacity of the environment can lead to over-tourism, namely tourist visits that exceed the natural and social carrying capacity of the Baduy

community. This can threaten forest sustainability, habitat destruction, and disruption to authentic cultural life.

Lack of Indigenous Participation: The Baduy community is often not actively involved in the tourism planning and policy-making process. The government and tourism actors tend to focus more on the economic aspect, while traditional values related to cultural and environmental preservation are neglected.

Infrastructure Development That Is Not in Line with Local Wisdom: Government policies that encourage the development of tourism infrastructure, such as roads, lodgings, and other facilities, sometimes do not take into account the impact on the local ecosystem or are contrary to the indigenous principles that exist in the Baduy community.

Synergy between Environmental Management Based on Local Wisdom and Public Policy

Effective synergy between environmental management based on local wisdom and public policy can be achieved if both parties, namely indigenous peoples and the government, understand and respect each other's roles. Some of the steps that can strengthen this synergy include:

Recognition of Local Wisdom in Public Policy: The government needs to recognize and respect the traditional environmental management system that exists in the Baduy community. Policies that regulate tourism must take into account existing customary values, such as limiting the number of tourists and managing natural resources wisely. This will help maintain a balance between economic growth, tourism, and environmental sustainability.

Indigenous Peoples' Participation in Tourism Planning and Management: The Baduy community needs to be actively involved in tourism planning and management, from regulating the number of tourists coming to manage social and cultural impacts. Their involvement ensures that the policies implemented do not conflict with their cultural values and can improve their well-being.

Application of Sustainable Tourism Principles: The tourism policy implemented in Saba Budaya Baduy needs to be designed by prioritizing sustainable tourism principles, which involve environmentally friendly management, cultural preservation, and economic empowerment of local communities. This can include limiting the number of tourists who come, implementing waste management systems, and maintaining the diversity of local cultures and ecosystems.

Challenges and Opportunities for Synergy

While there is great potential to create synergies between local wisdom-based environmental management and public policy, challenges remain. Some of the challenges faced include:

Inequality of Interests: Governments and tourism actors often focus more on economic aspects and infrastructure development, while indigenous peoples place more emphasis on cultural preservation and nature conservation.

Lack of Coordination: The existence of gaps between government policies and customary practices can create disharmony in tourism management. Lack of coordination between governments, indigenous peoples, and tourism actors can hinder joint efforts to achieve sustainability goals.

However, this synergy also offers opportunities to create a **sustainable custom-based tourism model**, where indigenous communities are the main actors in the management of tourist destinations, and public policies support cultural and environmental preservation. With an inclusive and collaborative approach, Saba Budaya Baduy can be a successful example of sustainable custom-based tourism management.

The synergy between environmental management based on local wisdom and public policy in Saba Budaya Baduy is very important to create a sustainable tourism management system. Through close collaboration

between indigenous peoples, the government, and tourism actors, as well as recognition of indigenous values, Saba Budaya Baduy can develop tourism that not only provides economic benefits, but also maintains cultural and environmental sustainability for future generations.

Challenges and opportunities in environmental management and public policies in customary-based tourist destinations.

In environmental management and public policies in customary-based tourist destinations, there are various challenges and opportunities that must be identified and managed wisely to ensure the sustainability of these destinations. The following is an identification of challenges and opportunities in the context of custom-based tourist destinations, with a focus on environmental management and public policy:

Challenges in Environmental Management and Public Policy in Custom-Based Tourism Destinations

Over-Tourism and Environmental Impact

Challenge: An increasing number of tourists can lead to over-tourism that puts pressure on the environment. This can lead to ecosystem damage, a decrease in the quality of natural resources, and an increase in pollution. Custom-based tourist destinations often have limited carrying capacity, so managing the number of tourists is key to maintaining sustainability.

In Saba Budaya Baduy, the high number of visitors can damage natural habitats, disrupt the lifestyle of indigenous peoples, and pollute the environment.

Lack of Coordination between the Government and Indigenous Peoples

Challenge: Indigenous peoples are often not involved in the planning and decision-making process regarding tourism management and public policy. Policies implemented by the government or tourism actors sometimes do not consider the traditional values or local wisdom that exist in the community.

The development of tourism infrastructure or tourism promotion policies that are not in accordance with customary principles can damage the social and environmental balance maintained by indigenous peoples.

Cultural Commodification

Challenges: Tourism can lead to cultural commodification, where indigenous peoples' values and traditions are treated only as tourist attractions. This can reduce the deep spiritual and socio-cultural significance for indigenous communities, making their culture more reduced and losing its essence.

Some traditional practices in Baduy that were originally sacred can be shown as part of a tour package, changing the nuances of the authenticity of the culture.

Unplanned Social and Economic Change

Challenge: Globalization and modernization bring major changes in the way indigenous peoples live. Dependence on tourism can lead to unsustainable changes in consumption patterns. Indigenous peoples who are more dependent on tourism may begin to ignore long-established traditions and lifestyles.

The Baduy people, who originally refrained from using modern technology, may be tempted by the technological advances offered by the tourism industry.

Pollution and Waste Management

Challenges: Waste management in custom-based tourist destinations is often a major problem, especially with the increasing number of tourists. The use of single-use materials and the lack of waste management facilities can lead to pollution in a natural environment that is still sustainable.

Plastic waste and other waste can pollute natural resources such as rivers and forests, which are part of the culture and life of indigenous peoples.

Opportunities in Environmental Management and Public Policy in Custom-Based Tourism Destinations

Strengthening the Role of Indigenous Peoples in Tourism Management

Opportunity: Recognizing and involving indigenous peoples in tourism planning and management provides an opportunity to integrate local wisdom in public policy. Indigenous peoples have traditional knowledge in managing nature and culture which can be an important resource for the sustainability of tourist destinations.

Involving the Baduy community in the management of tourist areas and policy-making that supports indigenous principles can help preserve culture and the environment, while creating a sustainable economy.

Application of Sustainable Tourism Principles

Opportunities: Custom-based tourist destinations can be used as an example in the implementation of sustainable tourism, which prioritizes environmental sustainability, cultural preservation, and the welfare of local communities. Policies that encourage green practices, waste management, and carbon footprint reduction can improve tourism's impact on nature.

Regulate the number of tourists entering based on the carrying capacity of the environment, and promote tourism based on responsible cultural and ecological education.

Education and Counseling for Tourists

Opportunity: Educating tourists about the importance of preserving the environment and culture can be an opportunity to create responsible travelers. Environmental and cultural awareness campaigns can increase tourists' sense of responsibility for the sustainability of the destinations they visit.

Educational tourism programs in Saba Budaya Baduy that involve tourists in nature conservation activities or learning about Baduy culture can provide a deeper experience and strengthen awareness of the importance of conservation.

Sustainable Economic Development for Local Communities

Opportunity: Well-managed tourism can be a significant source of income for indigenous peoples without sacrificing cultural and environmental values. For example, the development of handicraft products, the management of traditional homestays, or eco-friendly organic farming can improve the local economy without damaging nature.

The Baduy community can develop typical handicraft products that are marketed through tourist channels, increasing income without changing their already sustainable lifestyle.

Collaboration between the Government, Indigenous Peoples, and Tourism Actors

Opportunity: Strong collaboration between governments, indigenous peoples, and tourism industry players can create policies that support sustainable tourism management. By forming a collaborative forum or forum, these parties can jointly design policies that respect local wisdom and sustainability principles.

The establishment of a Tourism Management Council involving representatives from the Baduy community, the government, and tourism actors can help in formulating more inclusive and sustainable policies.

In the management of custom-based tourism, there are significant challenges related to environmental conservation, indigenous peoples' involvement, and the implementation of appropriate policies. However, this challenge also opens up great opportunities to create a sustainable tourism system, which not only provides economic benefits but also preserves culture and the environment. With an inclusive, participatory, and locally-based approach, custom-based tourism destinations can be a successful example of sustainability.

Recommendations for sustainable tourism policies involving indigenous peoples.

To create sustainable tourism policies that involve indigenous peoples, a holistic, inclusive, and environmentally focused approach is needed. Here are some recommendations for sustainable tourism policies that can actively engage indigenous peoples:

1. Recognition and Respect for Local Wisdom

Recommendation: The government and tourism industry players must recognize the local wisdom of indigenous peoples as an integral part of the management of tourist destinations. The policies implemented must take into account customary values and nature management systems that have been practiced by indigenous peoples for a long time. This recognition can be in the form of legal ratification of land and natural resource management rights by indigenous peoples.

Develop regulations that recognize the right to manage customary forests by the Baduy people, as well as strengthen the preservation of customary values that maintain natural and cultural sustainability.

2. Active Participation of Indigenous Peoples in Planning and Decision-Making

Recommendation: Indigenous peoples should be directly involved in the planning, implementation, and evaluation of tourism policies. The government needs to create a communication forum involving indigenous peoples, tourism actors, and local governments to jointly formulate policies that support their sustainability and well-being.

Forming a management team consisting of representatives of the Baduy community, local governments, and tourist destination managers to discuss policies related to the management of natural resources and tourism activities that do not damage culture and ecosystems.

3. Education and Training for Indigenous Peoples

Recommendation: Provide education and training programs for indigenous peoples related to sustainable tourism management. This training can include skills in homestay management, tourism guidance based on local wisdom, and skills in environmental and waste management.

Conduct training for the Baduy community on how to manage environmentally friendly tourism activities, as well as provide education on the importance of maintaining cultural authenticity in order to welcome tourists.

4. Management of Environmental Carrying Capacity

Recommendation: Tourism policies should regulate the carrying capacity of the environment to prevent over-tourism. This can be done by limiting the number of tourists entering customary-based tourist destinations, as well as establishing regulations on conservation zones that should not be disturbed.

In Saba Budaya Baduy, a limited ticket system or tourist permits are implemented that control the number of visitors to ensure that the number of tourists does not exceed the carrying capacity of the environment and does not interfere with local customary life.

5. Infrastructure Development that Supports Sustainability

Recommendation: Infrastructure development in custom-based tourist destinations must pay attention to the principles of sustainability and respect the environment and local culture. The infrastructure built must be environmentally friendly and not damage the authenticity of customs.

Building environmentally friendly waste management facilities in Saba Budaya Baduy, as well as providing facilities that support sustainability, such as the use of renewable energy, clean water, and appropriate waste treatment systems.

6. Economic Empowerment of Indigenous Peoples through Tourism

Recommendation: Governments need to develop programs that allow indigenous peoples to reap the fair economic benefits of tourism. This empowerment program can be in the form of developing small and medium enterprises based on culture, handicrafts, and local products.

The Baduy community can be empowered to manage handicraft products, traditional foods, or cultural experiences that can be sold to tourists at reasonable prices, thus providing income for the community without damaging their culture.

7. Tourism Promotion Based on Local Wisdom

Recommendation: Tourism promotion programs should emphasize the importance of cultural and natural values preserved by indigenous peoples. This promotion can use social media, websites, and cultural events to introduce tourist destinations based on local wisdom and sustainability.

A promotional campaign for tourists who come to Saba Budaya Baduy with a message that emphasizes education about the importance of preserving the local environment and culture.

8. Policy Supervision and Evaluation

Recommendation: Governments need to implement effective monitoring and evaluation mechanisms to assess the impact of tourism on the environment and culture, as well as evaluate the extent to which the policies implemented are successful in maintaining sustainability. Indigenous peoples must be involved in the evaluation process to ensure that policies remain relevant and sustainable.

Conduct regular evaluations of the impact of tourism on the environment around Saba Budaya Baduy, as well as evaluate whether existing policies are effective in protecting culture and improving the welfare of indigenous peoples.

9. Collaboration Between Stakeholders

Recommendation: Collaboration between governments, indigenous peoples, and the private sector (including tourism actors) is essential to create fair and sustainable policies. All stakeholders must play an

active role in designing and implementing policies that support environmental sustainability and the welfare of indigenous peoples.

The formation of a committee or forum involving various related parties to formulate tourism management policies and strategies based on the principles of sustainability and local wisdom.

Sustainable tourism policies involving indigenous peoples must involve recognition and respect for local wisdom, ensuring the active participation of indigenous peoples, and supporting their economic empowerment through sustainable tourism. Thus, custom-based tourist destinations can develop in a way that preserves the environment and culture, while providing economic benefits for indigenous peoples.

Conclusion

This research highlights the importance of synergy between environmental management based on local wisdom and public policy in the management of custom-based tourist destinations, such as Saba Budaya Baduy in Kanekes Village. The Baduy indigenous people have rich local wisdom, such as respect for nature, prohibition of resource exploitation, and customary traditions that maintain the balance of the ecosystem. This practice has become the foundation for environmental sustainability in the region.

However, this study found that existing public policies are not fully aligned with Baduy customary values. This disharmony can be seen in the implementation of policies that tend to be top-down without optimally involving indigenous peoples. This has led to the emergence of conflicts between the needs of environmental preservation, local culture, and tourism development.

Strong synergy between the government, indigenous peoples, and tourism actors is needed to achieve tourism sustainability. This can be realized through:

Increased Indigenous Participation: Involve the Baduy community in the policymaking process to ensure local values are respected and applied.

Strengthening Environmental Regulations and Supervision: Increasing the effectiveness of environmental protection policies based on local needs.

Tourist Education and Awareness: Educating tourists on the importance of respecting customs and protecting the destination environment.

The management of custom-based tourism in Saba Budaya Baduy requires a collaborative approach that integrates local wisdom with inclusive public policies. This synergy will not only protect environmental and cultural sustainability, but also improve the quality of tourism experience and the welfare of local communities. This research can be a reference for the development of other traditional tourist destinations in Indonesia.

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