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LOCAL WISDOM-BASED HOSPITALITY AT TOURIST DESTINATIONS IN JAKARTA

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ABSTRACT

This study aims to analyze local wisdom-based hospitality at tourist destinations in Jakarta and provide tourists with experiences of local hospitality practices. The study used a descriptive qualitative approach, with locations in Taman Mini Indonesia Indah (Beautiful Indonesia in Miniature Park), Ancol, the National Monument (Monas), the National Museum of Indonesia, and Jakarta's Old Town. Data collection techniques included in-depth interviews, participant observation, and documentation, involving tourists, tourism operators, MSMEs, and local communities as informants. Data analysis employed the interactive model of Miles and Huberman. The results show that local wisdom-based hospitality is still evident through the friendly attitudes, courtesy, social awareness, and values of mutual cooperation (gotong royong) applied by local communities in serving tourists. This hospitality creates a more authentic, comfortable, and emotional tourism experience for tourists. Warm social interactions between tourists and local communities are a crucial factor in building a positive image of tourist destinations. However, the modernization and commercialization of tourism have begun to impact the quality of traditional hospitality, causing some services to become more formal and transactional. This study concludes that local wisdom-based hospitality plays a crucial role in supporting the development of sustainable tourism in Indonesia.

KEYWORDS: Hospitality, local wisdom, tourist destinations, tourist experience, sustainable tourism.

1.0 INTRODUCTION

The tourism sector is a strategic sector that significantly contributes to economic growth, job creation, and the development of local culture in Indonesia. The development of the tourism industry today relies not only on natural attractions and physical facilities but also on the quality of the tourist experience during their visit. In this context, hospitality is a crucial element in building satisfaction, loyalty, and a positive image of a tourist destination. Hospitality is not only defined as a formal service but also encompasses social interactions, cultural values, and the attitudes of local communities towards welcoming tourists.

Indonesia is known for its strong culture of hospitality, which is a key element in its social identity. Values such as mutual cooperation (*gotong royong*), politeness, respect for guests, and social awareness are part of local wisdom passed down through generations. In various tourist destinations, local communities often play a key role in creating authentic tourism experiences through direct interactions with tourists. Hospitality based on local wisdom is even one of the unique attractions that distinguishes Indonesian tourist destinations from other countries. Tourists are not only looking for the beauty of the destination, but also the emotional experiences, social comfort, and interpersonal relationships gained during the trip.

However, the increasingly modern and competitive development of the tourism industry has begun to pose various challenges to the sustainability of traditional hospitality values. The commercialization of tourism, changes in people's lifestyles, increasing economic orientation, and the influx of global culture have led to a shift in social values within tourism services. In some tourist destinations, local communities are experiencing a decline in the quality of social interactions with tourists due to the primary focus being directed towards economic gain. Furthermore, the modernization of the tourism sector is also driving tourism services to become more formal and transactional, diminishing the authenticity of local culture in hospitality practices.

This phenomenon demonstrates that hospitality based on local wisdom is a crucial issue in the development of sustainable tourism in Indonesia. Hospitality rooted in local culture not only creates positive experiences for tourists but also strengthens the cultural identity of communities and enhances community-based tourism destinations. Therefore, a deeper understanding of how hospitality based on local wisdom is applied and interpreted within the context of tourist destinations in Indonesia is necessary. Beberapa penelitian terdahulu telah membahas hubungan antara kearifan lokal dan pengembangan pariwisata. Andari et al. (2020) menjelaskan bahwa nilai budaya lokal mampu menjadi daya tarik wisata berkelanjutan karena menciptakan pengalaman autentik bagi wisatawan. This research shows that local traditions significantly contribute to strengthening the identity of tourist destinations. Waluya et al. (2022) also found that the revitalization of local Baduy culture was able to sustain community-based tourism through social interactions between the community and tourists.

Idrus et al. (2023) explained that internalizing local values in mangrove tourism management in Kendari can increase community participation and the quality of the tourist experience. Pardosi et al. (2024) found that the existence of local wisdom is a crucial factor in developing sustainable tourism in Samosir Regency through the active involvement of the local community. Research by

Sitepu et al. (2023) also showed that the hospitality of local communities in tourist villages on Lake Toba contributes to tourist comfort and satisfaction.

Furthermore, Singgalen (2019) explains that local cultural rituals can build social capital in the form of trust and social relationships that support the development of rural tourism. Ginting et al. (2025) found that the Sundanese cultural value of "Someah ka Semah" is a form of local hospitality that strengthens tourist experiences and longing for tourist destinations in Pangandaran. Research by Winowatan et al. (2024) on the "Bosara" tradition in the Bugis-Makassar community also shows that traditional service culture is still relevant in the modern hospitality industry. Meanwhile, Gai et al. (2024) explain that the integration of local wisdom in Lake Toba destinations can increase tourist satisfaction and differentiate tourist destinations.

Although various previous studies have discussed local wisdom and tourism development, most of this research focuses on sustainable tourism, community-based tourism, and destination development in general. Research specifically exploring local wisdom-based hospitality from the perspective of tourists and local communities is still relatively limited. Furthermore, previous research has primarily positioned hospitality as a supporting element of tourism development, rather than as the primary focus of sociocultural research on the tourist experience.

Based on this situation, there is a research gap in the limited number of studies that examine local wisdom-based hospitality in depth through a qualitative approach at tourist destinations in Indonesia. This research also offers novelty because it seeks to explore hospitality not only as a form of tourism service but also as a representation of local cultural values that shape tourists' emotional experiences, social relationships, and destination identity. This research will examine how local culture-based hospitality practices are implemented by local communities, how tourists interpret these experiences, and the factors that support and hinder the sustainability of local hospitality in the era of tourism modernization.

Based on the description, the purpose of this study is to analyze the form of local wisdom-based hospitality at tourist destinations in Indonesia, understand the experiences of tourists in carrying out local community hospitality practices, and identify supporting and inhibiting factors for local culture-based hospitality in the development of sustainable tourism.

2.0 LITERATURE REVIEW

Hospitality in the tourism industry is understood as a form of service, hospitality, and social interaction aimed at creating comfort and a positive experience for tourists. According to Hospitality Management, hospitality is not only related to formal services but also encompasses the emotional connection between hosts and tourists. Research by Brotherton and Wood (2008) explains that hospitality is a combination of services, social experiences, and cultural values that create tourist satisfaction. Furthermore, research by Lashley (2015) confirms that hospitality has social and cultural dimensions that play a crucial role in building authentic tourism experiences in community-based destinations.

The concept of local wisdom in tourism relates to cultural values, social norms, traditions, and practices of local communities that are passed down from generation to generation. Research by Sharma & Arora (2024) shows that integrating local culture into tourist destination development can increase tourism interest and strengthen regional identity. Furthermore, research by Ramaano (2025) explains that community-based tourism based on local wisdom can increase community participation while creating stronger social ties between tourists and local communities. The research shows that local culture has a strategic role in creating differentiation of tourist destinations.

In the context of tourist experiences, hospitality based on local wisdom is a crucial factor influencing tourist satisfaction and loyalty. Pine & Gilmore (2019) explain that modern tourists seek emotional and authentic experiences rather than mere physical facilities. Another study by González-Reverté et al. (2025) found that social interactions with local communities can enhance memorable travel experiences and encourage repeat visits. Furthermore, research by Choi & Yoon (2026) shows that the value of local friendship can strengthen the image of a tourist destination and increase tourism competitiveness in the era of globalization.

3.0 RESEARCH METHOD

This study employed a qualitative, descriptive approach. The qualitative approach was chosen because the study aimed to deeply understand the phenomenon of local wisdom-based hospitality at tourist destinations in Indonesia through the perspectives of tourists, local communities, and tourism destination managers. Qualitative research allows researchers to explore social experiences, cultural interactions, and hospitality values that develop at tourist destinations in greater depth and context.

The research locations were several popular tourist destinations in Jakarta, namely Taman Mini Indonesia Indah (Beautiful Indonesia in Miniature Park), Ancol, the National Monument (Monas), the National Museum of Indonesia (Museum Nasional Indonesia), and Jakarta's Old Town. The locations were selected purposively because these destinations represent cultural, historical, educational, and recreational tourism, which fosters direct interaction between tourists and the local community and tourism managers. Furthermore, these destinations are also iconic Jakarta tourism destinations, reflecting Indonesia's cultural diversity.

The research subjects consisted of domestic tourists, tourism destination managers, MSMEs in tourist areas, and local communities involved in tourism service activities. Informants were selected using a purposive sampling technique, selecting informants deemed to have experience and knowledge related to hospitality practices in tourist destinations. Informants were selected based on their direct involvement in tourism activities and their ability to provide information relevant to the research focus.

Data collection techniques included in-depth interviews, participant observation, and documentation. In-depth interviews were conducted to obtain information about tourists' experiences with hotels, local culture-based service delivery, and challenges faced in maintaining hotel quality at tourist destinations. Participatory observation was conducted by observing social

interactions between tourists, managers, and local communities within the tourist destination environment. Documentation was conducted by collecting photographs, field notes, tourist brochures, and other supporting documents related to hotel activities at the tourist destination.

The data analysis technique used the interactive analysis model by Miles and Huberman, which consists of data reduction, data presentation, and conclusions. Data reduction was carried out by selecting data relevant to the research focus on local wisdom-based hospitality. Data presentation was carried out in descriptive narrative form to facilitate interpretation of the research phenomena. Next, conclusions were drawn to identify patterns, meanings, and relationships between hospitality phenomena at tourist destinations in Jakarta.

To maintain data validity, this study employed source triangulation and technical triangulation techniques. Source triangulation was conducted by comparing information obtained from tourists, managers, and local communities. Meanwhile, technical triangulation was conducted by comparing the results of interviews, observations, and documentation. The researchers also conducted member checks with informants to ensure that the data interpretations aligned with the experiences and information provided during the study.

4.0 RESULT AND DISCUSSION

4.1 Overview of Tourist Destinations

The research was conducted at five major tourist destinations in Jakarta: Taman Mini Indonesia Indah (Beautiful Indonesia in Miniature Park), Ancol, the National Monument (Monas), the National Museum of Indonesia, and Jakarta's Old Town (Kota Tua). These five destinations have distinct tourism characteristics, ranging from cultural, historical, and educational to modern recreational tourism. These differing characteristics influence the hospitality practices and social interactions between tourists, tourism operators, and the surrounding community. Observations indicate that all tourist destinations exhibit quite intensive service activities, particularly on weekends and during the holiday season. Hospitality interactions are not limited to official tourist destination staff but also involve MSME vendors, local tour guides, security personnel, cleaning staff, and the local community. The hospitality demonstrated extends beyond formal services to friendly attitudes, information sharing, spontaneous assistance to tourists, and social communication that reflects local Indonesian culture.

4.2 Hospitality and Courtesy

Based on interviews with domestic and international tourists, the most dominant form of hospitality found across all tourist destinations is friendship between local residents and tour staff. Tourists stated that social interactions at Jakarta's tourist destinations still demonstrate typical Indonesian politeness, such as greeting tourists, smiling, and assisting those in need. At Taman Mini Indonesia Indah (Beautiful Indonesia in Miniature Park), for example, tourists gain cultural experiences through interactions with staff in the area who explain traditional Indonesian culture in a communicative and friendly manner. A similar experience is found at the National Museum of Indonesia, where museum staff actively assists tourists in understanding the museum's historical collections in an educational manner. Meanwhile, in Jakarta's Old Town, hospitality interactions are more likely to occur with local residents, such as vendors, street photographers, and informal tour guides, who offer assistance to tourists with a persuasive and relaxed approach.

4.3 The Value of Mutual Cooperation in Tourism Services

Research results show that the value of mutual cooperation (gotong royong) is still evident in tourism activities, especially when certain circumstances arise, such as involving tourists or those requiring special assistance. At the National Monument and Ancol, security officers, cleaning staff, and local vendors often work together to assist tourists who are lost, have lost items, or need information about tourist attractions. The value of mutual cooperation is also evident in the activities of MSMEs around tourist areas. Several local businesses help each other promote their tourism products and provide recommendations to tourists without excessive competition. This demonstrates that Indonesian social culture still influences hospitality practices at tourist destinations.

4.4 Hospitality as a Tourism Experience

Most tourists state that the hospitality experience is one of the factors influencing their satisfaction during their visit. Tourists not only enjoy the tourist facilities but also feel comfortable due to the warm social interactions with the local community. In Jakarta's Old Town, international tourists stated that they felt more engaged because the local community was easy to communicate with and open to foreign tourists. Meanwhile, family tourists visiting Taman Mini Indonesia Indah (Beautiful Indonesia in Miniature Park) felt that the service provided by the tour staff provided a more enjoyable cultural educational experience for children. Research findings indicate that hospitality based on local culture creates an emotional experience that strengthens positive impressions of the tourist destination.

4.5 Hospitality Challenges in Jakarta's Tourist Destinations

Although the hospitality industry still appears quite strong, research has identified several challenges affecting the quality of hospitality in tourist destinations. One major challenge is the increasing economic orientation of tourism activities. In some tourist areas, tourists feel that some vendors are overly aggressive in their product offerings, reducing the comfort of their guests. Furthermore, the modernization of tourism has led to social interactions becoming more formal and transactional. In highly crowded tourist destinations like Ancol, tourism services tend to focus on efficiency, thus limiting personal interactions with tourists. The research also found limited foreign language communication skills among some local tourism operators, particularly those serving international tourists. This results in tourism information sometimes being disseminated in an ineffective manner.

4.6 Hospitality as a Cultural Identity of Tourist Destinations

Research results indicate that hospitality in tourist destinations in Jakarta serves not only as a tourist service but also as a representation of Indonesian culture. The friendly attitudes, courtesy, and social awareness found in tourist destinations reflect local cultural values that are still preserved in urban communities. This finding aligns with research by Lashley (2015), who stated that hospitality has social and cultural dimensions that shape the relationship between hosts and guests. In the context of Jakarta's tourist destinations, hospitality serves as a social identity that distinguishes the

tourism experience in Indonesia from other modern tourist destinations. Tourists receive not only functional tourism services but also personal and emotional social experiences. This situation indicates that local culture remains a primary source in shaping hospitality in the Indonesian tourism sector.

4.7 Local Wisdom and Tourist Experience

Research findings indicate that hospitality based on local wisdom has a significant impact on tourist experiences. Warm and open social interactions make tourists feel more comfortable and emotionally connected to the destination. These research findings support Pine and Gilmore's theory of the experience economy, which explains that modern tourists seek authentic experiences over mere physical facilities. In tourist destinations like Jakarta's Old Town and Taman Mini Indonesia Indah (Beautiful Indonesia in Miniature Park), cultural experiences gained through interactions with local communities are a key factor in increasing tourist satisfaction. Locally culture-based hospitality can create memorable tourist experiences because tourists feel welcomed and part of the destination's social environment.

4.8 Tourism Modernization and Changes in the Hospitality Industry

Research also shows that tourism modernization has impacted changes in hospitality patterns in Jakarta's tourist destinations. The increasingly strong economic orientation has led to some social interactions becoming more formal and transactional. This is particularly evident in high-visit tourist destinations such as Ancol and the National Monument. This phenomenon highlights the challenge of maintaining traditional hospitality values amidst the development of the modern tourism industry. If not managed properly, the commercialization of tourism can diminish the authenticity of the tourist experience and enhance the local cultural identity of tourist destinations.

4.9 Hospitality Implications for Sustainable Tourism

Research results show that hospitality based on local wisdom makes a significant contribution to sustainable tourism development. Hospitality built through local community participation strengthens social ties, enhances the image of a tourist destination, and creates a more authentic tourism experience. Local community involvement in hospitality practices also has an economic impact through the activities of MSMEs and local tourism services. Therefore, strengthening local cultural values in the tourism sector needs to be a crucial part of the strategy for developing tourist destinations in Indonesia. The government and tourism managers need to maintain a balance between tourism modernization and the preservation of local hospitality culture to maintain Indonesia's tourism identity.

5.0 CONCLUSION

This research shows that local wisdom-based hospitality at tourist destinations in Jakarta remains a crucial element in shaping the tourist experience and destination identity. The hospitality found at Taman Mini Indonesia Indah (Beautiful Indonesia in Miniature Park), Ancol, the National Monument (Monas), the National Museum of Indonesia, and Jakarta's Old Town (Kota Tua) is demonstrated through the friendly, courteous, socially responsible, and collaborative values of local communities, MSMEs, and tourism operators in serving tourists. This hospitality not only serves as

a tourist service but also represents local culture, creating a more authentic and emotional tourism experience.

The research also shows that local culture-based hospitality experiences positively influence tourists' comfort, satisfaction, and impressions during their visit. Tourists not only enjoy physical tourism facilities but also gain social experiences through direct interactions with local communities. Warm, communicative, and open interactions create memorable tourism experiences that reinforce the positive image of Jakarta's tourist destinations. Therefore, local wisdom-based hospitality is a crucial factor in increasing tourism appeal and interest.

However, the study found challenges in maintaining traditional hospitality amidst the development of the modern tourism industry. Modernization and economic orientation have caused some hospitality practices to become more formal and transactional, reducing the quality of social interactions between tourists and local communities. Furthermore, limited communication skills and the increasing commercialization of tourism also pose obstacles to maintaining the quality of hospitality in tourist destinations.

Overall, this study confirms that hospitality based on local wisdom plays a strategic role in the development of sustainable tourism in Indonesia. Therefore, efforts are needed from the government, tourism destination managers, and local communities to maintain the cultural values of hospitality through service training, strengthening local culture, and developing community-based tourism to ensure cultural identity and authentic tourist experiences are maintained amidst the development of modern tourism.

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