



## Tourism Development Strategy in Kendari City Based on Local Wisdom in Supporting National and Regional Tourism Policies

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**ABSTRACT:** Kendari City has great tourism potential in terms of natural beauty and the richness of local wisdom. However, tourism development in Kendari City still faces challenges, such as a lack of local community involvement, a promotion that has not been maximized, and inadequate infrastructure. This study analyzes tourism development strategies based on local wisdom to support national and regional tourism policies. This study uses a descriptive qualitative approach to analyze tourism development strategies in Kendari City based on local wisdom by exploring data through in-depth interviews, participatory observations, and documentation studies. Thematic analysis is used to identify the potential of local wisdom and effectively formulate strategies for its integration into tourism policies. The study results show that the development of tourism based on local wisdom can provide added value for tourism in Kendari City, both in terms of economy and cultural preservation. The recommendations submitted include increasing community involvement in the management of tourist destinations, promotion through digital media, and the development of sustainability-based infrastructure. With the implementation of this strategy, Kendari City tourism is expected to develop optimally and sustainably.

Keywords: Kendari Tourism, Local Wisdom, Development Strategy, Tourism Promotion, Community Participation.



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## INTRODUCTION

Tourism is an essential sector in the economic development of many countries, including Indonesia. Kendari City, as one of the cities in Southeast Sulawesi, has excellent potential for tourism development. This potential is supported by natural beauty, culture, and local wisdom that can become a leading tourist attraction ([Idrus & Akib, 2023](#)). However, despite having these various advantages, tourism development in Kendari still faces multiple challenges. One of the main problems encountered is the lack of local wisdom as a tourism development strategy, both in regional and in supporting national policies ([Said et al., 2023](#)). Local wisdom in Kendari, which

## Tourism Development Strategy in Kendari City Based on Local Wisdom in Supporting National and Regional Tourism Policies

Idrus, Said, Sari, Rizal, and Syam

---

includes cultural values, customs, and local community knowledge, should be the foundation for developing sustainable tourism that is different from other regions.

Tourism in Kendari City currently shows quite potential development, but it is not optimal. Kendari, as the capital of Southeast Sulawesi Province, has a unique natural and cultural wealth, including beaches, mangrove forests, and traditional crafts such as Bajo tribe boats. Locations such as Nambo Beach, Bungkutoko Mangrove Forest, and Bokori Island are often the leading destinations for domestic and foreign tourists. However, despite having excellent tourism potential, the Kendari tourism sector still faces challenges, such as limited infrastructure, less than optimal promotion, and lack of destination management based on sustainability and local wisdom ([Rijal, 2020](#)).

In addition, the integration between local wisdom and tourism development is also still relatively low. Kendari has a rich culture and customs, which, if appropriately managed, can be a significant attraction for tourists who want to experience an authentic experience. However, not many tourism development strategies effectively prioritize local wisdom as one of the main selling points. Therefore, there is a need for an increase in policies that focus more on the development of culture-based tourism and the involvement of local communities in the tourism industry. This strategy will help increase the competitiveness of Kendari tourism both at the national and international levels ([Phoek et al., 2021](#)).

The legal basis used in this study is Law Number 9 of 1990 concerning Tourism, which regulates the management and development of the tourism sector nationally ([Mulyadi et al., 2022](#)). This research is also based on Kendari City Regional Regulation Number 2 of 2019 concerning Tourism, which emphasizes local culture-based tourism management and community participation. Furthermore, Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan (RIPPARNAS) is also an essential reference, considering that the national tourism policy mandates the development of competitive destinations while maintaining local wisdom and environmental sustainability.

There is a research gap related to integrating local wisdom in tourism development policies and strategies in Kendari. Some previous studies have focused more on tourism promotion and infrastructure, but few have discussed how local wisdom can be effectively integrated into tourism policies. ([Navastara, 2017](#); [Pakka et al., 2024](#)). Research that raises the importance of local wisdom as the basis for tourism development in Indonesia is more often carried out in other regions, such as Bali and Yogyakarta. At the same time, Kendari City has not received the attention it deserves ([Larisu et al., 2022](#)). The absence of an in-depth study on the application of local wisdom in Kendari causes the policies implemented to be often less aligned with the city's unique potential.

The urgency of this research is based on the great potential of tourism in Kendari that has not been optimized and the need to create a sustainable development strategy. In the context of national and regional tourism policies, integrating local wisdom is expected to be the key to increasing the competitiveness of Kendari tourist destinations. As emphasized in the National Tourism Development Master Plan (RIPPARNAS), tourism development must harmonize with local culture and values to balance cultural preservation and regional economic improvement ([Kemenparekraf, 2015](#)). Therefore, this study is essential to identify how local wisdom in Kendari can be optimized in tourism policies, both at the national and regional levels.

## Tourism Development Strategy in Kendari City Based on Local Wisdom in Supporting National and Regional Tourism Policies

Idrus, Said, Sari, Rizal, and Syam

---

Several previous studies have highlighted the importance of local wisdom in developing sustainable tourism. For example, research by ([Wijaya & Rizqi, 2022](#)) In Bali, integrating local culture and traditions can increase tourist interest and extend their stay. In addition, research by ([Ponengo et al., 2024](#)) In Yogyakarta, it was found that strengthening local elements in tourism products can create a strong and authentic destination image. However, in Kendari, similar studies are still minimal, even though the cultural and natural potential is not inferior to other regions in Indonesia ([Ahmad et al., 2024](#)). This research will complement this gap by focusing on strategies based on local wisdom relevant to Kendari City.

This research offers a novelty in the approach to tourism development in Kendari City by emphasizing the integration of local wisdom as the core of tourism policy. This approach emphasizes promoting or developing physical infrastructure and how local cultural values and traditions can be processed into tourism products with high economic value without sacrificing local identity. By examining development strategies based on local wisdom, this research is expected to provide a relevant model to be adopted in regional and national policies.

This research aims to identify and formulate a tourism development strategy in Kendari City based on local wisdom to support national and regional tourism policies. Specifically, this study will examine how local wisdom can be integrated into planning and implementing tourism policies in Kendari. The benefits of this research are expected to guide local governments in developing more inclusive and sustainable tourism policies and assist tourism actors in creating attractive and competitive tourism products in the global market.

### METHOD

This study uses a qualitative approach with a descriptive method to understand and analyze tourism development strategies in Kendari City based on local wisdom. This approach was chosen because it can dig deep into information about social and cultural phenomena related to local wisdom and how these elements can be integrated into tourism development policies ([Creswell & Creswell, 2017](#)). Using a qualitative descriptive method, this study will explain in detail the potential of local wisdom in Kendari and how this potential can be optimized to support tourism policies at the national and regional levels ([Sugiyono, 2013](#)).

The data sources in this study consist of two types, namely primary data and secondary data. Primary data was obtained through in-depth interviews with various related stakeholders, such as the Kendari City Tourism Office, local tourism actors, Indigenous peoples, and academics competent in tourism and local culture ([Patton Quinn, 2002](#)). In addition, primary data was also obtained through direct observation of several tourist destinations in Kendari City, such as Nambo Beach, Bungkutoko Mangrove Forest, and Bokori Island, to understand how local wisdom can be applied in these destinations. Secondary data includes policy documents, previous research reports, scientific literature, and related regulations, such as Law Number 9 of 1990 concerning Tourism, Kendari City Regulation Number 2 of 2019, and Government Regulation Number 50 2011 concerning the National Tourism Development Master Plan.

# Tourism Development Strategy in Kendari City Based on Local Wisdom in Supporting National and Regional Tourism Policies

Idrus, Said, Sari, Rizal, and Syam

The data collection techniques in this study were carried out through in-depth interviews, participatory observations, and documentation studies. The in-depth interview was conducted to get perspectives from the informants about the importance of local wisdom in tourism development in Kendari. This interview technique is used to explore stakeholders' understanding, views, and experiences related to local culture-based tourism management (Taylor et al., 2015). In addition, participatory observation was carried out to see firsthand tourism activities in several destinations and how local wisdom was applied to these tourism activities (Bryman, 2016). Documentation studies are conducted to collect secondary data relevant to the research topic, such as policy documents, government regulations, and literature on tourism development based on local wisdom.

The data analysis technique used in this study is thematic analysis. Data obtained from interviews, observations, and documentation are analyzed using a thematic approach, where data will be categorized based on key themes relevant to the research objectives, such as the potential for local wisdom, tourism policy, and tourism development strategies (Boell & Cecez-Kecmanovic, 2015). Once the data are categorized, researchers will interpret patterns and relationships between themes and draw conclusions about how local wisdom can be effectively integrated into tourism policies in Kendari (Mills & Ratcliffe, 2012). The validity of the data will be tested through triangulation of sources and methods to ensure that the study's results are reliable and representative (Moleong, 2000).

## RESULT AND DISCUSSION

### Tourism Potential of Kendari City and Local Wisdom

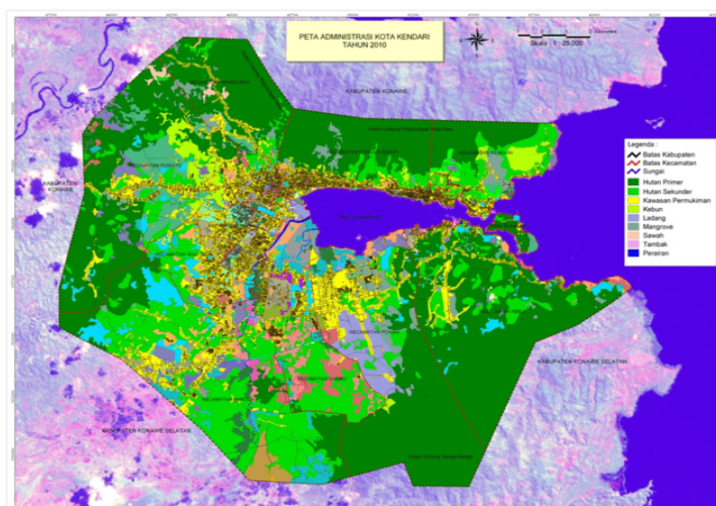


Figure 1. Kendari City Map

As the capital of Southeast Sulawesi Province, Kendari City is a tourism development center with various tourism potentials, including natural, cultural, and special interest tourism. The main tourist destinations include Nambo Beach, historical tourism, and Kendari Bay Bridge, as shown in Figure 1 above. Kendari, the capital of Southeast Sulawesi Province, is one of the cities in the eastern region of Indonesia that has many mainstay tourist destinations and, at the same time, untapped



## Tourism Development Strategy in Kendari City Based on Local Wisdom in Supporting National and Regional Tourism Policies

Idrus, Said, Sari, Rizal, and Syam

tourism potential. The existing tourism potential includes natural tourism, historical tourism, cultural tourism, and special interest tourism, as well as culinary tourism, sports tourism, and shopping tourism. Kendari City is the center of tourism development activities besides Wakatobi and Buton Regency based on the 2014 South Sulawesi Tourism Master Plan, as shown in Figure 2:

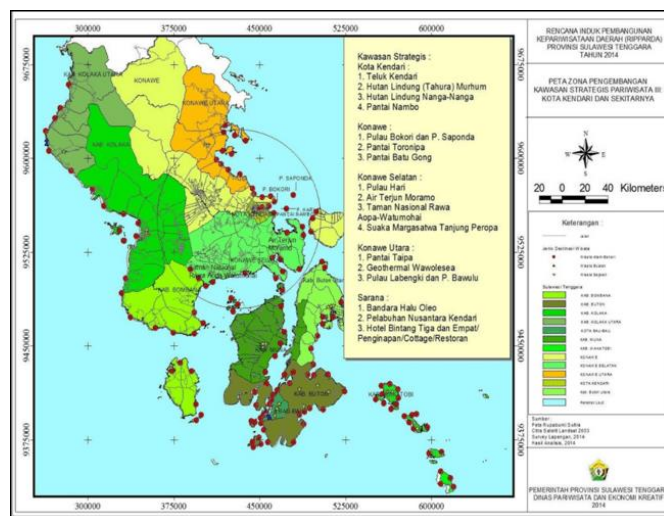


Figure 2. Tourism development area with Kendari City as the center of its activities, based on the Southeast Sulawesi (Sulawesi) Tourism Master Plan in 2014.

Although the potential for this tourism is quite significant, its management is still not optimal. Most tourist destinations still lack the use of local wisdom as the main attraction in tourism development strategies. (Ngabalin, 2025). Local wisdom, such as woven fabric handicraft products and local culture, has great potential to become a unique identity of Kendari tourism.

Local wisdom, namely woven fabric crafts, shown in Figure 3 below, can be a superior product of culture-based tourism. However, local wisdom products are still not fully integrated with tourist destinations in Kendari City. This shows the need for synergy between tourism promotion and local wisdom management to support national and regional tourism policies (Kemenparekraf, 2015).



Figure 3. Woven fabric crafts

## Tourism Development Strategy in Kendari City Based on Local Wisdom in Supporting National and Regional Tourism Policies

Idrus, Said, Sari, Rizal, and Syam

Kendari City, located in Southeast Sulawesi Province, has huge tourism potential, especially natural and cultural tourism. This city is known for its beautiful beaches, such as Nambo Beach, one of the leading tourist destinations for domestic and foreign tourists (Thalia & Aprilianty, 2025). In addition to Nambo Beach, other tourist areas, such as the Bungkutoko Mangrove Forest and Bokori Island, attract tourists' attention because of their natural beauty. However, even though it has high tourism potential, the management and development of tourist destinations in Kendari still need to be improved in terms of infrastructure and promotion (Zulfikar & Sari, 2025).



Figure 4. Nambo Kendari Beach



Figure 5. One of the Tourism Icons of Kendari City is the Kendari Bay Bridge



Figure 6. One of the famous souvenir shops located in Kendari City

## Tourism Development Strategy in Kendari City Based on Local Wisdom in Supporting National and Regional Tourism Policies

Idrus, Said, Sari, Rizal, and Syam

---

In addition to natural potential, Kendari is rich in local wisdom that has not been fully utilized in developing the tourism sector. One form of local wisdom that has great potential to be used as a tourist attraction is Kendari's typical weaving crafts inherited from generation to generation by the local community ([Aswanto & Arif, 2024](#)). These handicraft products have high aesthetic and cultural value and can become attractive cultural icons for tourists looking for an authentic experience ([Islamy, 2024](#)). However, the promotion and utilization of local handicraft products is currently limited, so it has not fully had a significant economic impact on the local community ([Saragih, 2018](#)).

Integrating local wisdom into tourism development in Kendari can provide added value to the tourism industry while helping to preserve local culture. Based on the results of interviews with tourism actors and local communities, local wisdom, such as customs, traditional culinary, and handicrafts, have not been managed optimally to support the tourism sector ([Bestari & Fitriadi, 2024](#)). This local wisdom can increase the tourist attraction of Kendari amid competition with other destinations in Indonesia, such as Bali and Yogyakarta, which have already taken advantage of its local potential to attract tourists ([Muhaling et al., 2024](#)).

Tourism management based on local wisdom is also regulated in government policies, both at the national and regional levels. Government Regulation No. 50 of 2011 concerning the National Tourism Development Master Plan (RIPPARNAS) emphasizes the importance of utilizing local culture as part of the sustainable development of tourist destinations. This is also emphasized in Kendari City Regional Regulation Number 2 of 2019, which underlines that tourism development in Kendari City must pay attention to cultural preservation and local community involvement ([Ministry of Tourism and Creative Economy, 2015](#)). Unfortunately, implementing this policy in the field still faces various challenges, such as the lack of involvement of local communities in tourism management and infrastructure support.

This is in line with the research of Anwar et al. (2018), showing that the development of tourism based on local wisdom can improve community welfare, create jobs, and support environmental conservation. However, the main challenges faced are limited infrastructure and lack of attention from local governments in allocating budgets for the tourism sector. Therefore, this study recommends the need for policies that are more focused on developing tourism based on local wisdom, including improving facilities and infrastructure and increasing tourism promotion ([Anwar et al., 2018](#)).

A comprehensive and inclusive development strategy is needed to optimize the potential of tourism and local wisdom in Kendari. Collaboration between the government, tourism industry players, and local communities must be increased so that the potential of local wisdom can be utilized optimally. Local products such as weaving crafts and typical culinary delights should be further promoted as the main attractions in the tour packages offered to tourists. In addition, improving infrastructure and digital promotion is also important to expand the Kendari tourism market to the national and international levels ([Fitrawati et al., 2024](#)).

# Tourism Development Strategy in Kendari City Based on Local Wisdom in Supporting National and Regional Tourism Policies

Idrus, Said, Sari, Rizal, and Syam

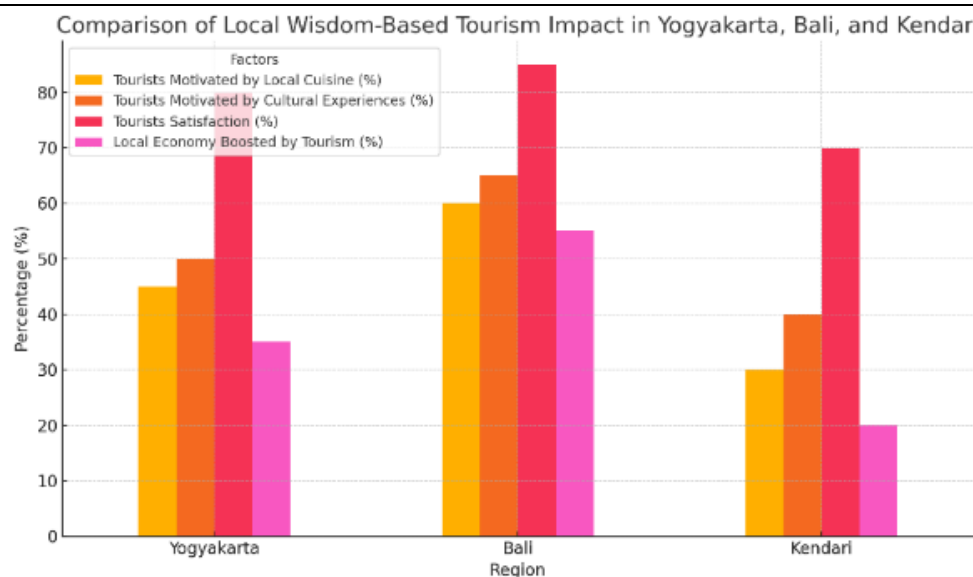


Figure 13. Local wisdom-based tourism in Yogyakarta, Bali, and Kendari

In Bali, tourism based on local wisdom has reached the highest number in several aspects. Tourists motivated by culinary and cultural experiences make up the largest percentage compared to other regions. In addition, the positive impact on the local economy is significant due to the strong integration between local culture and tourism strategies. An example is traditional villages such as Penglipuran, which utilize traditional spatial planning and ceremonies to attract tourists. Yogyakarta also performed well, focusing on traditional cuisines such as "Gudeg" and "Kipo," providing a unique tourist attraction. The level of tourist satisfaction in Yogyakarta is relatively high, reflecting the success of local culture-based tourism management. Although Kendari has great potential through products such as traditional weaving and typical culinary, it is still lagging in terms of economic influence and tourist motivation. Digital-based destination management, promotion, and infrastructure improvement are areas that need to be improved to maximize local wisdom's potential in Kendari.

## Tourism Potential of Kendari City and Local Wisdom

Based on Regional Regulation (Perda) No. 2 of 2019 concerning the Regional Tourism Development Master Plan (RIPPARDA), tourism development in Kendari City is expected to maximize the potential of local culture. Nambo Beach, one of the main tourist destinations managed by the Kendari City Culture and Tourism Office, as seen in Figure 3, still has room to improve sustainability aspects and integrate local wisdom in its tourism management. (Diantika, 2024).

Implementing policies based on local wisdom in Kendari City is also regulated in Government Regulation (PP) No. 50 of 2011, where tourism development in the region must pay attention to local wisdom to preserve culture. However, based on the results of interviews with local communities (Figure 7), community involvement in tourism management is still limited, especially in terms of marketing and utilization of local products such as handicrafts and typical culinary.





Figure 7. Interview with research informants, namely the people of Kendari City who trade at the tourist destination of Nambo Kendari Beach.

Kendari City, the capital of Southeast Sulawesi Province, has great tourism potential in terms of nature and culture. One of the main attractions of tourism in Kendari is the beauty of its beaches, such as Nambo Beach, which is famous for its white sand, and Bokori Island, which is often a tourist destination for local and foreign visitors ([Idrus & Akib, 2023](#)). In addition to beach tourism, Kendari has the Bungkutoko Mangrove Forest, which offers ecotourism based on environment and biodiversity. However, despite this great potential, its utilization is still not optimal, especially regarding infrastructure and promotions that can attract more tourists ([Rijal, 2020](#)).

In addition to its natural potential, the local wisdom of Kendari City is also an essential asset in developing the tourism sector. Local wisdom in Kendari covers various aspects, ranging from local community traditions and customs to cultural products, such as typical weaving crafts that are famous among tourists ([Said et al., 2023](#)). Local artisans often produce these woven products using traditional techniques passed down from generation to generation. Unfortunately, these products have not been fully integrated into tour packages or wider promotions, so they have not been maximized in supporting the local economy ([Nur et al., 2024](#)).

The development of tourism based on local wisdom in Kendari also has the potential to provide added value for tourist destinations in this region. For example, in a study conducted by ([Mulyadi et al., 2022](#)). The integration of local wisdom in tourism promotion increases tourist attraction and strengthens regional identity. Local traditions and cultures, such as traditional dances, culinary specialties, and various traditional ceremonies, can be part of cultural tour packages that attract tourists looking for an authentic experience. In addition, this can also support the preservation of local culture, which is currently beginning to be eroded by modernization.

However, local and national governments need strong policy support to maximize this potential. In this case, Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan (RIPPARNAS) has emphasized the importance of utilizing local culture as a sustainable tourism attraction ([Kemenparekraf, 2015](#)). In addition, Kendari City Regional Regulation Number 2 of 2019 also emphasizes the development of tourism based on local wisdom and community involvement. However, implementing this policy in the field still faces challenges, especially in terms of local community participation and synergy between the government, the private sector, and the community ([Navastara, 2017](#)).

## Tourism Development Strategy in Kendari City Based on Local Wisdom in Supporting National and Regional Tourism Policies

Idrus, Said, Sari, Rizal, and Syam

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A comprehensive and collaborative strategy is needed to realize the optimal development of tourism based on local wisdom. Collaboration between the government, tourism business actors, and local communities must continue to be improved so that the potential of local wisdom, such as weaving crafts and customs, can be used to the maximum as a tourist attraction. In addition, more aggressive and innovative tourism promotion through digital platforms and the improvement of tourism infrastructure are also important to strengthen the attractiveness of Kendari as a competitive tourist destination, both at the national and international levels ([Larisu et al., 2022](#)).

In terms of regulation, tourism development in Indonesia is regulated by Law Number 9 of 1990 concerning Tourism. This law emphasizes the importance of sustainable tourism management and encourages utilizing local potential, including local wisdom, as part of national tourism development. In the context of Kendari, this law provides a clear legal framework that tourism management must involve local communities and encourage their active participation in managing tourist destinations ([Law No. 9 of 1990](#)). This is important because local wisdom in Kendari, such as weaving crafts and customs, can be the main attraction in line with the spirit of sustainability in the law.

Using local wisdom, such as weaving crafts and typical culinary, which have great potential to attract tourists but have not been fully utilized, can strengthen tourism marketing strategies following the spirit of RIPPARDA, which emphasizes the integration of local culture as the main attraction. In addition, sustainable tourism development that pays attention to cultural and environmental sustainability, following the principles of RIPPARNAS, can be realized by integrating local wisdom, which strengthens regional identity and supports cultural preservation. Therefore, the development of local products such as traditional weaving, culinary, and performing arts can be an important element in building sustainable Kendari tourism, creating a balance between tourist attraction and cultural and environmental preservation.

Although there are clear policies, such as Regional Regulation No. 2 of 2019 and Government Regulation No. 50 of 2011, their implementation in the field still faces several challenges that must be overcome immediately. The study's findings show that community involvement in tourism management, especially in marketing and utilizing local products, is still limited. However, local communities have great potential in terms of handicrafts and culinary. This is contrary to policies that emphasize the active participation of the community in tourism management, which should be the main focus of RIPPARDA and RIPPARNAS. These limitations hinder the potential of the local economy and reduce the attractiveness of sustainable tourism. In addition, although Kendari has a lot of natural and cultural tourism potential, such as Nambo Beach, Bungkutoko Mangrove Forest, and weaving crafts, adequate infrastructure and promotion are still lacking, which hinders the optimal development of tourism. The tourism potential cannot be fully developed without good infrastructure and a more aggressive promotion strategy. Another challenge is the lack of synergy between the government, the private sector, and the community in implementing policies, which leads to less effective collaboration. Therefore, better coordination and training for the community related to culture-based tourism management are needed to implement existing policies more effectively.

## Tourism Development Strategy in Kendari City Based on Local Wisdom in Supporting National and Regional Tourism Policies

Idrus, Said, Sari, Rizal, and Syam

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However, implementing Law Number 9 of 1990 in Kendari still faces various challenges. One of them is the lack of community involvement in managing tourist destinations and adequate infrastructure support ([Wijaya & Rizqi, 2022](#)). To optimize the potential of tourism based on local wisdom in Kendari and support the implementation of Regional Regulation No. 2 of 2019 and Government Regulation No. 50 of 2011, it is necessary to take steps such as community empowerment by involving them more actively in tourism management and promotion so that they can make the most of local potential. In addition, improving infrastructure and digital marketing is also very important to reach domestic and international tourists so that the potential of Kendari natural and cultural tourism can develop optimally. Finally, the synergy between the government, the private sector, and the community must be strengthened to ensure that tourism policies based on local wisdom can be implemented properly in the field, creating more effective collaboration in advancing a sustainable tourism sector.

### Development Strategy Based on Local Wisdom

Based on local wisdom, the tourism development strategy in Kendari City must involve local communities more actively in managing tourist destinations. One example is promoting the Kendari Bay Bridge as a tourist icon that offers natural beauty and combines elements of local culture. Local products such as woven fabrics can be more used as shopping tourism attractions that can support the local economy ([Ponengo et al., 2024](#)).

The development of tourism based on local wisdom is a strategy that prioritizes the culture and traditions of the local community as the main element in managing tourist destinations. This strategy aims to create tourism that is not only oriented toward economic benefits but also able to preserve cultural identity and provide direct benefits to local communities ([Ponengo et al., 2024](#)). In Kendari City, local wisdom, such as weaving crafts, customs, and typical culinary arts, can be used as the main tourist attraction that distinguishes this destination from other regions in Indonesia. To realize the development of optimal tourism based on local wisdom, collaborative efforts are needed between the government, the community, and tourism industry players ([Larisu et al., 2022](#)).

One of the main strategies in developing tourism based on local wisdom is to increase community involvement in managing tourist destinations. The active participation of the local community will not only enrich the tourist experience. Still, it will also ensure that the economic benefits of the tourism industry can be felt directly by the community. For example, weaving artisans in Kendari can be empowered through training and marketing support, so their products can be part of attractive cultural tourism packages ([Ponengo et al., 2024](#)). Thus, local communities are objects in the tourism industry and the main actors driving the local economy.

In addition, tourism development strategies based on local wisdom must be supported by inclusive and sustainable policies. Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan (RIPPARNAS) has emphasized the importance of utilizing local wisdom in every stage of tourist destination management ([Kemenparekraf, 2015](#)). At the regional level, Kendari City Regional Regulation Number 2 of 2019 also underlines that tourism development must pay attention to the preservation of the culture and customs of the local

## Tourism Development Strategy in Kendari City Based on Local Wisdom in Supporting National and Regional Tourism Policies

Idrus, Said, Sari, Rizal, and Syam

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community. The implementation of this policy needs to be encouraged through concrete programs, such as training for local communities, development of environment-based infrastructure, and tourism promotion that highlights local wisdom as the main selling point.

Tourism promotion based on local wisdom also requires an innovative approach. In the digital era like now, promotion through social media platforms, websites, and tourism applications can expand the reach of Kendari's tourism market to the national and international levels. For example, the promotion of tourist destinations that display the process of making traditional woven fabrics or Kendari culinary specialties can attract tourists who are looking for an authentic and different tourist experience ([Larisu et al., 2022](#)). In addition, collaboration with travel influencers or agents can strengthen the image of culture-based tourism and increase Kendari's competitiveness as a leading tourist destination.

Finally, tourism development strategies based on local wisdom must consider sustainability aspects. Managing tourist destinations that are oriented towards environmental and cultural preservation is the key to maintaining tourism attraction in the long term. For example, in managing the Bungkutoko Mangrove Forest, ecotourism principles can be applied to balance environmental conservation and tourism utilization. In addition, using local resources in developing tourism infrastructure, such as environmentally friendly building materials and labor from the local community, can also support the sustainability of Kendari tourism.

### CONCLUSION

Based on the study conducted, bisa disimpulkan bahwa Kota Kendari memiliki potensi pariwisata yang besar, baik dari segi keindahan alam maupun kekayaan kearifan lokal. Potensi ini, jika dikelola dengan baik, dapat menjadi daya tarik utama bagi wisatawan domestik maupun internasional. Namun, pengembangan pariwisata di Kendari masih memerlukan perbaikan dalam beberapa aspek, seperti keterlibatan masyarakat lokal, promosi pariwisata yang inovatif, dan infrastruktur yang mendukung konsep pariwisata berkelanjutan. Kearifan lokal, seperti kerajinan tenun, kuliner khas, dan tradisi lokal, dapat menjadi identitas unik yang memperkuat daya saing pariwisata Kendari di tingkat nasional dan internasional. Implementasi kebijakan yang mendukung kearifan lokal sangat penting untuk menjaga kelestarian budaya sambil memberikan manfaat ekonomi bagi Masyarakat. To optimize tourism based on local wisdom in Kendari, a sustainable strategy is needed, including community empowerment, promotion through digital media, and the development of ecotourism-based infrastructure. Synergy between the government, the community, and business people will support sustainable tourism development and provide long-term benefits.

This research makes a new contribution to tourism development strategies by emphasizing the importance of integrating local wisdom into tourism policy. Based on local wisdom, this approach introduces cultural products as tourist attractions and provides opportunities for local economic empowerment through active community participation in managing tourist destinations. This is a relevant alternative to developing sustainable tourism, considering the great potential of local cultural products that have not been utilized optimally.



## Tourism Development Strategy in Kendari City Based on Local Wisdom in Supporting National and Regional Tourism Policies

Idrus, Said, Sari, Rizal, and Syam

The relevance of the results of this study is very important for policymakers at the national and regional levels because it can be a reference in formulating tourism policies based on local wisdom that are more directed. Policies that integrate local wisdom will help create sustainable tourism, where economic development is in line with cultural preservation and improving the quality of life of local communities. Thus, policies that support community participation and the use of local wisdom in tourism development are very important to achieve these goals and strengthen the competitiveness of tourism destinations at the global level.

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Idrus, Said, Sari, Rizal, and Syam

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