



# Integration of Local Wisdom in Sustainable Tourism Development Strategy in the Traditional Village of Ende Tribe

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## Abstract.

The role of local wisdom in supporting tourism development strategies is to make tourist villages more advanced and benefit tourists and village communities. The Ende Tribe Traditional Village is a cultural heritage of the Sasak Tribe. It maintains its socio-economic, socio-cultural, and traditional life and has a distinctive building architecture to be used as a tourist destination. This study aims to examine the integration of local wisdom in sustainable tourism development strategies in the Ende Tribe Traditional Village. This research method uses qualitative research with a case study type. Data collection techniques use in-depth interviews, participatory observation, and document studies. Data analysis techniques use Miles and Huberman interactive analysis. The results of this study describe (a) General description of the Ende Tribe traditional village; (b) Integration of local wisdom in supporting the development of the Ende Tribe traditional village; (c) Development Strategy of the Ende Tribe traditional tourism village from the perspective of the triple-bottom-line. The suggestions of this study are aimed at local communities in the Ende Tribe Traditional Village to maintain local wisdom in supporting sustainable tourism by considering social, economic, and environmental aspects.

**Keywords:** Local Wisdom, Sustainable Tourism, Ende Tribe Traditional Village

## 1. Introduction

Tourism development is one part of economic development in order to increase a country's economic growth, thus creating jobs for the wider community to increase the income of the community as a whole and increase the prosperity of a village. In supporting the development of tourism in a region, it is necessary to pay attention to the potential of the region concerned; namely, the higher the potential in a region, the more worthy the region is to become a tourist destination.

Tourism development is a structured effort to improve existing objects and areas and build tourist areas to be marketed to potential tourists [1], [2], [3]. Developing tourism based on local wisdom means focusing on the utilization of local culture and the utilization of natural resources in the area.

Tourism can be interpreted as a temporary journey from one place to another carried out by people who want to spend time with family or relatives and refresh their minds after work. When viewed from a cultural perspective, the tourism industry indirectly plays an important role in developing Indonesian culture because a tourist attraction can introduce cultural diversity to the general public.

Introducing the diversity of Indonesian culture used as a tourist attraction includes traditional arts. Traditions carried out, customs that attract tourists, and original souvenirs from the area [4], [5]. The rapidly growing tourism industry provides intercultural understanding and comprehension through tourist interactions with local communities. Therefore, it can make tourists more familiar with and appreciate the local community's culture and understand the cultural background adopted by the community.

Integration of local wisdom in supporting tourism development emphasizes a process that makes tourist villages more advanced and provides benefits for tourists and the village community [6], [7], [8]. Tourism development is expected to improve the community's standard of living through the economic benefits brought to the area.

Local wisdom is the ability of individuals to use their minds to face and respond to an event, object, or situation. In addition, according to Widisono (2019), local wisdom resides and grows in local culture and reflects the way of life of the people in the area [9]. Local wisdom consists of customary values, religious values, and local culture formed within a community group to adapt to the environment.

Wahyudiati (2021) and Erlan Muliadi et al. (2024) stated that local wisdom is a characteristic of each region that has the potential to support the development of tourism in a region [10], [11]. The potential of culture and local wisdom in tourism development is part of the product of human creativity that has economic value. One of the efforts to develop tourism by integrating local wisdom is packaging cultural uniqueness from the Ende Tribe Traditional Village in Central Lombok Regency, West Nusa Tenggara.

The Ende Tribe Traditional Village is a cultural heritage of the Sasak Tribe, which still maintains its socio-economic, socio-cultural, and customary life. It has a unique building architecture and spatial structure that can be used as a tourist destination. The Ende Tribe Traditional Village is in Pujut District, Central Lombok Regency, West Nusa Tenggara. This village's characteristic that stands out is that it adheres to its traditional roots, such as houses with thatched roofs, wooden pillars, bedeck (woven bamboo skin) walls and floors mixed with clay and buffalo or cow dung. The tourism concept highlighted is traditional dance attractions such as Persean and a place to learn cloth weaving in the tourist village.

In its development, the Ende Tribe Traditional Village has developed a concept of sustainable tourism and village sustainability that can be seen from the suitability of tourism activities while maintaining existing local values. Sustainable tourism development is tourism management that does not damage the biodiversity and culture in the area. The principle of sustainability refers to the balance of environmental, socio-cultural, and economic aspects in developing tourism village activities [12], [13].

The cooperative relationship between local community participation in the planning and management of tourism villages determines the success of sustainable tourism development. Tourism villages are one model of cultural tourism development based on the community, where the implementation and management of all tourism activities involve community participation [14]. Through tourism villages, it is hoped that there will be equality in perspectives on the concept of sustainable tourism development.

The data above shows how the Ende Tribe Traditional Village has quite a large potential to develop tourism villages as capital in realizing an independent and sustainable village. The analysis of research data is reviewed from the perspective of John Elkington's triple-bottom-line, through the Triple-Bottom-Line (TBL) concept, which seeks to provide insight into development by considering three main aspects, namely social aspects (people), environmental sustainability (planet) and short-term and long-term economic benefits (profit) while still protecting the world's critical natural capital and addressing inequality between countries [15], [16].

In the social dimension, the triple-bottom-line relates to the main aspects of sustainable tourism development, which refer to how society will be affected and how society can encourage sustainable tourism development. Furthermore, the environmental dimension of the triple-bottom-line, namely waste management, pollution reduction, and energy management for environmental sustainability, is also considered. The economic dimension related to the importance of long-term economic growth of tourist villages is how the next generation benefits from sustainable tourism development, such as reducing the problem of stagnant economic growth and poverty problems [17], [18].

The integration of local wisdom in developing sustainable tourism from the triple-bottom-line perspective enables the environment to support sustainable tourism and meet the needs of future generations while still meeting current needs. The Ende Tribe Traditional Village, as a tourist village, has paid attention to sustainable aspects since the beginning of the launch of its tourist village so that the management can last a long time and continue to provide benefits to the surrounding community through the integration of local wisdom itself.

Several elements of society, including children, youth, farmers, community leaders, weavers, livestock breeders, and other community elements, continue to be involved in maintaining and managing tourism. The purpose of this action is so that the Ende Tribe Traditional Village, as a tourist village, can continue to be sustainable, and both its arts, traditions, skills, and cultural culture develop and advance [19]. Almost 100% of managers, traders, and tour guides in the Ende Tribe Traditional Village are local Sasak people to maintain the sustainability of traditions and local wisdom values.

This research is also supported by previous research that supports sustainable tourism as an effort to develop the quality of life by balancing maintaining natural resources and culture until the future [20], [21]. Thus, tourism development that is by the needs of tourists still maintains the surrounding environment, providing benefits for both the present and the future.

Based on the data presentation above, the researcher is interested in studying the integration of local wisdom in the strategy for developing sustainable tourism in the Ende Tribe Traditional Village. This study also focuses on how previous research

compares with current research on integrating local wisdom in maintaining local wisdom in the Ende Tribe Traditional Village by utilizing their village's potential and tourism activities to realize sustainable tourism based on the triple-bottom-line. This study was also conducted to determine that sustainable tourism development must be viewed from three perspectives: environmental, social, and economic.

## 2. Method

The approach used in this study is qualitative with a case study method. A qualitative approach captures social situations naturally in the form of history, behavior, organizational functionalization, experiences, and behavior of individuals or groups [22], [23]. Case studies are included in the qualitative approach that explores activities and events in depth [24], [25]. Using case studies, researchers have more time to explore each activity, change, and event between integrating local wisdom into sustainable tourism strategies. In this study, researchers must have sufficient theoretical and insight provisions to dig up data on the social situation targeted for research obtained through in-depth interviews with informants and analysis to make the data obtained clearer and more meaningful.

This study uses primary and secondary data sources; it can be interpreted that the primary data source is obtained directly from the research location, namely the Ende Tribe Traditional Village in Lombok Regency, West Nusa Tenggara, through an interview process with various informants. At the same time, Secondary data sources indirectly provide information to support research findings, such as observation results and documentation results. The informant criteria in this study are as follows: (a) local Sasak Ende community; (b) community leaders and religious leaders as holders of tradition; and (c) tourists.

**Table 1.** List of Informants

<b>Informants</b>	<b>Age</b>
Local Community I	45 years old
Local Community II	32 years old
Local Community III	48 years old
Community Leader	65 years old
Religious Leader	40 years old
Tourist I	25 years old
Tourist II	20 years old
Tourist III	30 years old

There are categories of informant lists that are used as references in collecting data information through interviews, including (a) local communities with each representative consisting of three people with age classifications of 32, 45, and 48 years

old, (b) tourists with age classifications of 20, 25, and 30 years old, and (c) religious leaders and community leaders with age classifications of 65 and 40 years old.

Researchers are involved in continuous experiences with informants to obtain information by observing and exploring the phenomena that occur in the field to be then interpreted and given meaning to then be adjusted to the research objectives, namely to study the integration of local wisdom in sustainable tourism development strategies in the Ende Tribe Traditional Village through in-depth interviews, participatory observation, and document studies.

Qualitative research describes the social situation obtained from the research results through various data sources and then narrated [26]. About this, the data collection techniques used in this study include:

(a) In-depth Interview

This in-depth interview was conducted with local people, tourists, community leaders, and religious leaders.

(b) Participation Observation

In this study, the researcher used participatory observation by observing and living at the research location. Observations were carried out according to observation guidelines for the elements being studied.

(c) Document Studies

In this study, the researcher also used document studies to complement data from primary data information. Document studies includes evidence that explains the existing activities of the Ende Tribe Traditional Village by examining the integrity of local wisdom in sustainable tourism development strategies.

The data analysis technique uses interactive analysis by Miles and Huberman [27] which consists of several stages including: (1) data reduction is a stage used by researchers in compiling a summary that has been obtained, categorizing data results by providing codes according to their placement so that the data becomes detailed according to its category then data selection to simplify data results and exclude data that does not match the research context; (2) data display or data presentation that is arranged systematically and sentences that are easy to understand, the form of data display usually changes the field results obtained such as charts or matrices that are reprocessed into the narrative text; and (3) data verification and making conclusions by validating the initial and final changes that occur in the education service model, with these conclusions researchers can find the integration of local wisdom in sustainable tourism development strategies in the Ende Tribe Traditional Village

The data that has been made previously is still temporary and will change if strong supporting evidence is found at the next data collection stage. Initial conclusions are supported by valid and consistent evidence when researchers go into the field to collect data, and the conclusion is credible. The result of verification is a complete, comprehensive, and accurate conclusion.

### 3. Results And Discussion

#### 3.1 Overview of the Ende Tribe Traditional Tourism Village

Tourism villages are not only tourist destinations but can also combine tourist attractions with the lives of local communities maintained with procedures and traditions. This makes tourism villages a complex entity that involves various aspects, such as environmental sustainability, cultural preservation, empowerment of the local community economy, and good destination management. Furthermore, the village is to become an attractive tourism icon in terms of its physical attractions, cultural richness, and authentic community life.

The development of tourism villages has a significant positive impact, especially for local communities, including (a) creating jobs, it can be seen that usually, tourism villages require local workers for various activities such as tour guides, homestay managers, or accommodation, local craft artisans and so on. Thus, these activities can provide employment opportunities for residents, (b) empowering the local economy through tourism villages, local communities can utilize their natural and cultural potential to create unique and attractive tourism products such as woven cloth typical of the Ende Tribe, (c) reducing economic dependence on certain sectors, with the existence of various alternative jobs in the tourism sector, the role of tourism villages can reduce community dependence on one type of job. This can make villages more economically independent. Therefore, developing tourist villages creates tourist attractions and provides real benefits to local communities through various aspects of economic, social, and environmental development [28], [29].



**Fig 1.** Ende Tribe Traditional Tourism Village

West Nusa Tenggara is one of the provinces of Indonesia that still holds various customs, cultures, traditions, and several historical buildings that its people still preserve to this day. Not only that, many villages still strongly uphold the original traditions of the Sasak Tribe, which are now widely used as tourist destinations because

they contain many unique and noble cultures of the archipelago, one of which is the Ende Tribe Traditional Tourism Village.

The Ende Tribe Traditional Tourism Village is in Sengkol Village, Pujut District, Central Lombok Regency, West Nusa Tenggara. The word "*Ende*" means "as a protector" or can be interpreted as a place to protect state assets because of the local cultural customs that still survive today. One form of maintaining local culture in the village can be seen from the aspect of house buildings that still use clay accompanied by cow dung, which is routinely polished once a month, buildings that still use thatched roofs, making woven cloth, traditional customs such as pedestrian, nikah kidnapping, and others can be found in the village [30], [31]

The traditional house of the Ende Tribe has a unique design and philosophy reflected in its construction. This traditional house is built using natural materials such as clay mixed with cow or buffalo dung to be an adhesive traditionally used as a substitute for cement. However, cow dung is coated on the floor, which is done once a month, and the cow or buffalo dung does not smell when it dries.

The traditional house, which has a sloping roof concept made of *Alang-alang*, means that guests or tourists who want to visit must bow their heads as a sign of respect for the owner of the house; this reflects the values of politeness and respect in Sasak culture [32]. Not only is the uniqueness reflected in the house's architecture, but the use of natural materials also has a traditional aesthetic value. It makes the house environmentally friendly, with good and cool air circulation.

The Ende Tribe Traditional Tourism Village has various unique traditions, including the "*merariq or elopement*" tradition. This tradition involves an interesting, unique process and contains deep cultural meaning. In the "*merariq or elopement*" tradition, a man runs away with the woman he loves without knowing the woman's parents. This tradition illustrates the seriousness and symbol of the man's courage in loving the woman he wants to marry [24],[25],[35]. The couple usually hides for three days to get to know each other better and show their commitment.

After three days, the woman's family will contact the man's family to discuss continuing their relationship. This process is called "selabar," where the man's family must convey their good intentions and return the woman to her family to continue the legal marriage process. This tradition is not just an act of escape but part of the custom that emphasizes the seriousness of establishing a relationship. This shows that marriage is a decision that involves relationships between extended families. After the meeting between the men's and woman's families, there will be a discussion about the dowry and official wedding preparations according to Sasak Customs.

The tradition of *Merariq* or elopement reflects how community and family values play an important role in the lives of the Sasak people. Although it may seem controversial from the general public's perspective, this tradition is an integral part of the cultural identity of the Sasak Tribe. Visitors interested in this tradition can gain new knowledge about the way of life and views of the Sasak Tribe when visiting Ende Village [36],[37].



**Fig 2.** Tradition of *Peresean*

Furthermore, a unique tradition that is one of the cultural products of the Ende tribe is the *Peresean* tradition, which is a traditional art that shows the dexterity of young men (*terune*) using rattan as a beating tool (*ende*), a shield as a protector (*sapuaq*) as a head covering and a typical Sasak sarong. The *Peresean* tradition is a performance symbol of chivalry in ancient times that has the meaning of masculinity [38]. Through this *Peresean* tradition, trained, brave people will be born with a spirit that never gives up when facing various difficulties.

In the past, the *Peresean* performing art was carried out to select strong and tough *Pepadu* for the battlefield, carried out to test the *pepadu*'s martial arts before going to war; the weapons used for fighting at that time were swords or machetes and using round shields. While in the current era, the *Peresean* tradition is carried out as a means of friendship with traditional art lovers or as a tourist attraction to improve the economy of tourist villages, the weapons used are also different from the past, namely rattan sticks and shields made of dried cowhide [39], [40], [41].

The *Peresean* tradition is one of the traditions of the Sasak people, and it is used as a medium to show toughness to men. The values contained in the *Peresean* tradition are values about life, including values in appreciating brotherhood, friendship, family, beliefs, and culture. Although there are elements of violence in it, this tradition has a message of peace and harmony between each other. Every fighter in this tradition must have a brave soul, be humble, and not have a vengeful nature.

Various traditions and traditional performing arts make the Sasak people who live in Ende Village very much maintain customs and norm systems in everyday life. Each hamlet has *Awig-awig* (hamlet rules) set by community and religious leaders. Thus, if a violation is committed, sanctions will be imposed according to the agreement. This applies to both local communities and tourists with the hope of mutual respect for local cultures and respect for customs.

Based on the statement above, it can be concluded that the Ende Tribe Traditional Tourism Village is a tourist village that maintains the traditions, customs, and traditional arts of the Sasak Lombok. As a tourist village, Ende Village has made various efforts to increase tourist attractions, and the methods used are inseparable from



the rules and norms that apply in Ende Village. These norms are, of course, based on local wisdom while maintaining the authenticity of the customs of the community and the social role of the Sasak Tribe to maintain the culture and environment of Ende Village from the diffusion of foreign cultures.

### 3.2 Integration of Local Wisdom in Sustainable Tourism Development Strategy in the Traditional Village of the Ende Tribe

Indonesia is a country that has a diversity of religions, languages, tribes, cultures, and customs. This diversity then becomes an identity; each tribe has its wisdom that is different from the others, a legacy from ancestors that must be maintained and preserved. Indonesia is a multicultural society that emphasizes cultural diversity. Culture and local wisdom are forms of national personality that must be maintained so that foreign cultures do not easily influence it due to the development of globalization.

One element of culture is local wisdom. Local wisdom contains values and norms that serve as guidelines in community life, maintaining social order, and building good relations between members of society [42], [43]. Local wisdom is part of a society's cultural identity, so preserving local wisdom means the ability of the community to maintain cultural diversity and strengthen a sense of pride in the heritage of their ancestors.

The role of local wisdom is not only to teach cultural values but also to support the community's economy through woven handicrafts typical of Ende Village and traditional performing arts that can be used as tourist attractions. By maintaining and preserving local wisdom, the community can create a balanced life while maintaining cultural heritage for future generations.

The values contained in local wisdom are used as the main source in forming civic culture. Civic culture is local wisdom that has values from the attitudes of a community based on religious values [44].

Thus, local wisdom will unconsciously shape the community's character into a good person for a national identity. The local wisdom of the Sasak is one of the largest ethnic groups on Lombok Island. Local wisdom includes aspects of life, religion, customs, traditions, art, and normative values inherited from previous generations. Some local wisdom values that are still maintained by the community living in the Ende Tribe Traditional Village include [45], [46]: (a) *Saling Ajinang*, which means respecting each other without looking at differences in tribe, religion, race, and social status; (b) *Tertip-terpi* which means the process of self-learning in knowing in depth how to live in society as an effort to create order and peace in everyday life; (c) *Teguq* which means responsible for the tasks that are developed; (d) *Tetes* which means community efforts to prevent ecological damage; and so on.

The role of local wisdom in supporting the development strategy of the Ende Tribe Traditional Village makes local wisdom values the main foundation and attraction offered to tourists. The concept of a tourism approach that combines local wisdom is carried out through two approaches: the buying product approach and the buying experience approach [47], [48].

In the context of buying products, local wisdom in tourism products can be enjoyed when tourists visit the Ende Tribe Traditional Village, including wooden crafts, bags, and woven fabrics (songket and ikat weaving). According to the story of the Sasak people, making weaving is an obligation for women. The girls are not allowed to marry before they can weave. This aims to preserve the weaving culture and train patience because completing one weaving usually takes one week to one month, depending on the type of woven motif. Some of the woven motifs that are most in demand by tourists include; kembang komak, keker, seret pinginang and bulan mengurung.

In the context of buying experience, the combination of elements of local wisdom in activities that can provide direct experience to tourists in the Sasak Ende Village includes (a) The performing arts of *Peresean*, a fight between two men armed with rattan and wearing buffalo or cow skin shields, is commonly called Ende. In ancient times, *Peresean* was used to train the courage of the Sasak Ende tribe. As it developed, this performing art was performed to welcome guests of honor and tourists. (b) *Gendang beleq* performance is a traditional musical instrument known as nyongkolan used in wedding ceremonies. This activity is in the procession of the bride and groom, starting from the groom's house to the bride. Everyone who follows *Nyongkolan* must wear traditional clothing; women wear siang clothing, and men wear *Godek nungke* clothing.



**Fig 3.** *Gendang Beleq* Performing Arts

(c) Traditional houses of the Ende Tribe that still use walls made of woven bamboo (*bedek*), poles and nails made of bamboo wood with a roof made of alang-alang leaves and floors made of clay mixed with straw ash and buffalo or cow dung [32], [49]. The use of buffalo dung is believed to be able to repel insects and ward off evil forces directed at the homeowner. In the experience aimed at tourists, this house is divided into three parts, the front part for boys and parents to sleep. The second part is used for the kitchen, barn, and girls' beds. And the last part is used as the mother's birthing place.



Fig 4. Traditional House of the Ende Tribe Traditional Village

Traditional houses in Sasak Ende Village are divided into seven types according to their function [50], [51]: (a) *Bale Tani*, a traditional house occupied by Sasak people who work as farmers. *Bale Tani* has a dirt floor and consists of a *sesangkok room*, *pawon*, and *dalem bale*; (b) *Bale Jajar*, a traditional house inhabited by people with an upper economic class. *Bale jajar* has two *dalem bale*, a veranda, and a *baruqaq*; (c) *Baruqaq* is a place to store rice and a place to receive guests for young people; (d) *Sekenam* is used as a place for teaching activities, instilling cultural values, and internal family meetings; (e) *Bale Bontar* is used as a place for traditional trials; (f) *Bale Beleq Bencingan* as a place to store heirlooms in the form of historical documents; (g) *Bale Tajuk*, a traditional house in the shape of a pentagon and used for family meetings and *Macapat Takepan* training to increase insight and etiquette.

The sustainability of the Ende Tribe Traditional Village as a tourist village proves the integration of local wisdom in supporting the development strategy of the potential owned by Ende Village. There are three aspects of the development of the Ende Tribe Traditional Village, namely natural resources, institutions, and marketing strategies [52]. In supporting the Ende Tribe Traditional Village as a tourist village, the development of the tourist area requires the formulation of the right strategy to be implemented by the manager of the tourist area. Marketing strategy plays a very important role in sustainable tourism development.

Based on the data presentation above, it can be concluded that examining the integrity of local wisdom in the strategy for developing sustainable tourism in Ende Village as a tourist village is through tourism attractions such as traditional house buildings, *peserean* and *gendang beleq* performing arts, Lombok's typical woven handicrafts. The integration of local wisdom in this village is the existence of its people, who still maintain the way of life inherited from their ancestors. This integration not only places local wisdom in place to support the achievement of development goals in the community but can also guarantee the maintenance of social and environmental harmony.

### 3.3 Development Strategy of Ende Tribe Traditional Village from the Perspective of Triple-Bottom-Line

The Ende Tribe Traditional Village is one of the tourist villages that can attract tourists with its traditional culture and community life. Thirty heads of families inhabit this village, with 135 residents from the Sasak tribe. The people in Ende Village work as farmers, ranchers, and weavers. This community life is still very traditional and has been passed down from generation to generation.

In its development, the Ende Tribe Traditional Village has developed a concept of sustainable tourism by maintaining local values and traditional culture [53]. In general, viewed from the perspective of cultural and traditional conservation, the Ende Tribe Traditional Village continues to carry out cultural practices inherited from ancestors, such as traditional weaving, music, and performing arts, which are not only tourist attractions but also maintain cultural heritage to keep it alive.

Based on the environmental management aspect, the Ende Tribe Traditional Village implements practices that support environmental conservation and the use of environmentally friendly traditional building materials such as bamboo and thatch for roofs of houses; this aims to maintain the balance of architecture with the surrounding nature. In addition, efforts to maintain the cleanliness and beauty of the village are also an important part of sustainable tourism management.

Sustainable tourism significantly contributes to the local economy. The income generated from the tourist village is used to improve village facilities and community welfare [54], [55]. By maintaining a balance between economic development and cultural preservation, the Ende Tribe Traditional Village can create a sustainable tourism model.

Sustainable tourism development in the Ende Tribe Traditional Village focuses on balancing socio-cultural, economic, and environmental aspects. This focuses on developing infrastructure that does not damage the surrounding environment, improving the quality of life of local communities, and preserving local culture and traditions [56]. By considering these three aspects, the Ende Tribe Traditional Village is not only an attractive tourist destination for tourists but also maintains the uniqueness and richness of its local culture.

Based on this explanation, this is from the perspective of the triple-bottom-line in the development of the Ende Tribe Traditional Village, which focuses on three aspects: (social), (planet) environment, and (profit) economic benefits. This concept is applied to achieving balanced sustainability in tourism development, where the three aspects support each other. The Triple-Bottom-Line (TBL) concept was introduced by John Elkington in 1994 in his book *Cannibals with Forks: The Triple-Bottom-Line of 21st Century Business*. The Triple-Bottom-Line provides a framework for measuring the performance of an organization or project's performance from an economic perspective and a social and environmental perspective [17], [57].

Based on the social aspect, the triple-bottom-line perspective emphasizes the importance of the active involvement of local communities in tourism development [58]. This ensures the community gets direct economic benefits from tourism through employment and increased income. Regarding social justice, this perspective also

creates fair and equal opportunities for all members of society to be involved and benefit from the tourism industry; this includes the protection of local community rights and capacity building.

Based on the environmental aspect, the triple-bottom-line highlights two points: environmental preservation and environmental impact reduction. From this perspective, environmental preservation will emphasize the community's importance of maintaining environmental quality in developing tourism in the Ende Tribe Traditional Village. This relates to sustainable practices such as effective waste management, conservation of natural resources, and energy use. Furthermore, regarding environmental impact reduction, namely reducing the ecological footprint of tourism by promoting environmentally friendly activities and encouraging tourists to behave responsibly towards the surrounding environment [59].

Furthermore, based on the triple-bottom-line economic aspect, it focuses on economic sustainability and reinvestment in local communities. Economic sustainability is defined as a quality and attractive tourism product that can increase the tourist village's economic income. This also involves diversifying tourism products so they do not depend on just one type of attraction. Furthermore, regarding reinvestment in local communities, the income generated from this tourism is used to improve infrastructure, education, and public health services as an improvement in the quality of life of the local community [57], [60]

The Ende Tribe Traditional Village is an example of how the triple-bottom-line can be applied to achieving sustainable tourism goals. By focusing on social responsibility towards the communities involved and the process of maintaining environmental quality, the Ende Tribe Traditional Village can (a) improve the quality of tourism products, namely ensuring that the tourism products (songket cloth) offered are by local cultural values and maintain the uniqueness and attractiveness of the village; (b) develop sustainable infrastructure, namely building facilities that support tourism without damaging the surrounding environment, such as the use of cow dung as an environmentally friendly form; (c) ensure economic benefits, namely that the benefits of tourism development can bring benefits enjoyed by the local community to strengthen the village economy.

Developing tourism villages from a triple-bottom-line perspective creates a balance between economic, social, and environmental aspects. Thus, it can support sustainable tourism development and provide long-term benefits for local communities and the environment. The triple-bottom-line concept encourages local communities and governments to focus on financial gain and consider social and environmental impacts [61], [62]. This is an important framework for tourism villages that want to operate sustainably and responsibly.

Local wisdom that is used as a tourist attraction, the application of the triple-bottom-line is used as a guide in conducting evaluations related to the impact of tourist villages given to the community and the environment and integrating social and environmental considerations into sustainable tourism. The triple-bottom-line concept continues to develop. It is adjusted to the challenges faced by tourist villages and local communities. However, the goal of this concept is still the same, namely achieving long-term success that pays attention to financial benefits, social welfare, and environmental balance.

Based on the data presentation above, it can be concluded that the development of the Ende Tribe Traditional Village from a triple-bottom-line perspective can create long-term sustainability by considering social and environmental aspects and local communities that can build a good reputation and create long-term value, furthermore, in developing a tourist village such as Ende Village where, the balance between economic growth, community welfare, and environmental preservation is a top priority. This concept helps ensure that tourism development is financially profitable and contributes positively to the local community and the surrounding environment.

#### 4. Conclusion

Local wisdom is a tradition that must be developed, explored, and preserved because it contains universal values and is a cultural advantage for the local community. Integration of local wisdom is a characteristic of a community that values and loves cultural heritage carried out from generation to generation. The Ende Tribe Traditional Village is a village that maintains the original Sasak Tribe culture, which is carried out for the sake of sustainable tourism and as a form of preserving Lombok culture. In supporting sustainable tourism, the Ende Tribe Traditional Village is directed based on the triple-bottom-line perspective in managing tourist attractions by prioritizing three principles, namely economic, social, and environmental benefits. This concept emphasizes the mechanism of sustainable social responsibility in the tourism industry. The suggestion from this study is to integrate the local wisdom of the Sasak Ende Tribe in supporting tourist villages as the local community implements sustainable tourism. The role of local wisdom as a tourist attraction not only provides economic benefits but also as a form of maintaining local wisdom values that are passed down from generation to generation. Thus, it is hoped that local communities and tourists will work together to appreciate the local wisdom values of the Sasak Ende Tribe as Indonesia's cultural heritage.

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