



## Development of cow cart tourism in palbapang: efforts to preserve culture and improve the economic welfare of local communities

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### ABSTRACT

Culture-based tourism has become a strategic sector in the development of the local economy, especially in regions with rich cultural heritage. In Palbapang, the cow cart tourism initiative was introduced as an effort to preserve culture and improve the local economy. This study uses a qualitative approach to explore the public's perception of tourism, with data collected through in-depth interviews and direct observations, and analyzed thematically. The results of the study show that cattle cart tourism in Palbapang has received a positive response from the community, tourism managers, and the local government, considered important in preserving local culture and supporting the economy through the involvement of Micro, Small, and Medium Enterprises (MSMEs). However, sustainability challenges remain, especially when it comes to managing negative impacts such as congestion and cleanliness, which requires strategic planning and collaboration between all stakeholders.

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## 1. INTRODUCTION

Culture-based tourism has developed into one of the strategic sectors in encouraging local economic development, especially in regions that have rich and unique cultural heritage and traditions (Sugiyarto & Amaruli, 2018). With the increasing interest of tourists in authentic experiences rooted in local traditions, the development of culture-based tourism is becoming increasingly relevant. In the Palbapang area, a new innovative and meaningful initiative has emerged, namely the introduction of ox cart tourism. This initiative is not only to introduce a traditional mode of transportation, but also as a serious effort to preserve cultural heritage that has the potential to fade in the midst of modernization (Ivanovic, 2014). Cow carts, which in the past were used as a means of transportation and a symbol of social status in rural communities, are now being revived as a unique tourist attraction. This initiative not only offers a different tourist experience than usual for visitors, but also has a deeper dimension, namely as a tool to strengthen local cultural identities that are increasingly eroded by the times. The use of traditional

ox carts, which has been passed down through generations, helps preserve the local culture and values of Palbapang. This practice remains a primary identity and distinctive feature of the tourist village, which is directly managed by the community. This aligns with cultural tourism theory, which asserts that local transportation is a key characteristic for maintaining local wisdom and cultural values at a tourist destination (Mousavi et al., 2016; Stoica et al., 2022).

The introduction of this cow cart tour received a positive response from the community and support from the local government, there are a number of challenges that must be faced to ensure that this initiative can run effectively and sustainably. These challenges include how to manage potential negative impacts such as traffic congestion and hygiene issues, as well as how to actively engage local communities at every stage of development. In addition, there is also a need to formulate the right strategy in promoting this tourism in order to attract the attention of tourists without sacrificing the authenticity of local culture (Prasetyo & Syafrini, 2023). The long-term success of oxcart tourism depends on how this initiative is managed so that it can provide significant benefits to the local community, both economically, socially, and culturally (Vegheş, 2018). Therefore, an in-depth analysis of various aspects related to the development of this oxcart tourism is needed, ranging from planning, implementation, to evaluation of its impact. Only with a holistic and participatory approach can ox cart tourism in Palbapang become a sustainable model of culture-based tourism and make a real contribution to cultural preservation and the improvement of the welfare of local communities.

This research aims to explore the perception of local communities towards the development of ox cart tourism in Palbapang, as well as analyze how this culture-based tourism can be managed sustainably. This research also aims to identify effective strategies in involving local communities in the process of tourism development and management, so as to increase the social, economic, and cultural benefits received by the community (Damayanti & Hartanto, 2022). This research is expected to contribute to community-based tourism literature by highlighting the importance of active involvement of local communities in every stage of tourism development. The results of this study are also expected to be a reference for local governments and tourism managers in formulating policies and strategies that support the sustainable development of cultural tourism, as well as minimize negative impacts that may arise. Although there is a lot of research on cultural and community-based tourism, there is still a gap in the literature that specifically addresses the management of traditional vehicle-based tourism such as ox carts. In addition, studies highlighting how tourism can be integrated with local economic empowerment and cultural preservation in the context of rural communities in Indonesia are also limited (Mora et al., 2019; Rasoolimanesh et al., 2017). This study aims to fill this gap by providing an in-depth analysis of the implementation of oxcart tourism in Palbapang and its impact on local communities.

## 2. RESEARCH METHOD

This study uses a qualitative approach with the aim of exploring the perceptions, experiences, and participation of local communities in the development of cattle cart tourism in the Palbapang area. The qualitative method was chosen because it allows researchers to gain an in-depth understanding of complex social and cultural phenomena and to uncover the meaning given by society to these cultural-based tourism initiatives (Moleong, 2005; Sugiyono, 2011). Data collection was conducted through in-depth interviews with various parties involved, including local communities, tourism managers, and local governments. This interview is designed to explore their views on the benefits, challenges, and sustainability potential of cow cart tourism. In addition to interviews, data was also obtained through direct observation of cattle cart tourism activities,

including how interactions between tourists and local communities take place, as well as how these activities are organized and carried out in the field. This observation aims to capture dynamics that may not be revealed through interviews alone, as well as to validate the information obtained from the interviewees. This observational study was a participatory research endeavor conducted over a period of one month, focusing on the historical and contemporary roles of ox carts in the region. The study followed how these carts have evolved into cultural and economic assets, now being rented for weddings and cultural events, contributing to local income and serving as unique tourist attractions. The author actively participated in the daily activities of local "bajingan" (ox cart drivers), which provided valuable insights into the operational practices and community efforts to preserve this tradition. Despite the prevalence of modern transportation such as delmans, the ongoing preservation of ox carts by some residents underscores their enduring cultural significance and continued adaptation within the local context. Data analysis was carried out thematically, where data from interviews and observations were categorized into key themes relevant to the research objectives. This analysis process involves steps such as transcription of interviews, encoding of data, identification of emerging themes, and interpretation of findings. The researcher also triangulated data to ensure the validity and reliability of the research results by comparing information from various sources and methods used (Braun & Clarke, 2006). The results of this study are expected to provide comprehensive insights into how cow cart tourism can be managed sustainably, as well as provide practical recommendations for the government and tourism managers in developing culture-based tourism that can provide maximum benefits for local communities.

### 3. RESULTS AND DISCUSSIONS

The results of this study reveal that cow cart tourism in Palbapang has received a very positive response from various circles, ranging from the local community, tourism managers, to the local government. This initiative is considered an important step not only in providing recreational alternatives for tourists, but also in maintaining and preserving local cultural heritage that is increasingly eroded by the times. Cow cart tours, which reintroduce traditional vehicles that were once an important part of rural people's lives, are now being revived as a symbol of cultural preservation relevant to the modern context. The local community, such as Rendy Poernomo, appreciates this initiative because in addition to offering a unique tourist experience, oxcarts also have significant environmental value. Rendy highlighted that ox carts, as a non-motorized mode of transportation, can contribute to reducing greenhouse gas emissions and air pollution that are often produced by motor vehicles. Thus, cow cart tourism is not only a means of entertainment, but also an effort to educate the public and the younger generation about the importance of protecting the environment through the use of environmentally friendly traditional vehicles.

Rendy also acknowledged that there are several negative impacts that need to be dealt with immediately to ensure the sustainability of this tourism. One of the main problems identified is the potential for traffic congestion, considering that ox carts move slower than motor vehicles and there are no special lanes that can accommodate ox carts. This can cause disruption of traffic flow, especially on the main roads in the Palbapang area. In addition, hygiene issues are also a serious concern, especially related to cow dung which is often scattered on the road and has not been properly managed. If not handled properly, this problem has the potential to cause inconvenience to the community and tourists, as well as damage the image of cow cart tourism itself. The local community also sees this cow cart tour as an opportunity to introduce traditional culture to the younger generation who may no longer be familiar with rural life and traditional means of transportation such as cow carts. This initiative, if managed properly, can be

an effective educational means in instilling cultural and environmental values to the next generation. The community hopes that with this tourism, the traditional values contained in the use of ox carts can continue to be preserved and inherited to future generations. The positive response from the community shows that cow cart tourism has great potential to develop as a tourist attraction that not only supports cultural preservation but also contributes to preserving the environment. However, to achieve sustainable success, the challenges that have been identified need to be addressed immediately through close cooperation between communities, tourism managers, and local governments.

Tourism managers, such as Novianto Hermawan, strongly emphasize the importance of careful planning and active involvement of local communities in every stage of cattle cart tourism management. For Novianto, the success of the development of culture-based tourism is not only determined by the uniqueness of the attractions, but also by how the tourism is managed and planned properly, so that it can adapt to the dynamics and challenges that arise over time. In facing sustainability challenges, Novianto realizes that the involvement of local communities, especially Micro, Small, and Medium Enterprises (MSMEs), is the main key. He plans to integrate local MSME actors into the cattle cart tourism route, so that tourists not only enjoy the trip, but also get the opportunity to get to know and buy local products, such as tempeh chips, tofu, and emping melinjo produced by the local community. By involving MSMEs in tourist routes, Novianto hopes to create a multiplier effect that not only benefits the tourism sector, but also has a positive impact on the local economy as a whole. Tourists who are interested in local products will provide direct support to MSME actors, increase their income, and strengthen the community economy. This approach is in line with the principles of Community-Based Tourism (CBT), which emphasizes that local communities must be the main actors in tourism management. CBT emphasizes the importance of providing opportunities for the community to actively participate and get direct benefits from tourism activities, both in terms of economy, social, and culture.

Novianto also emphasized that the involvement of MSMEs in cattle cart tourism not only aims to improve the economic welfare of the local community, but also as a strategy to strengthen Palbapang's cultural identity. By introducing tourists to the local production process and regional products, cow cart tourism can function as a cultural education medium that connects tourists with authentic local heritage. This allows tourists to have a more immersive and meaningful experience, while strengthening Palbapang's image as a tourist destination rich in culture and tradition (Laksmi Sari et al., 2022). Novianto also realizes that the involvement of local communities does not only stop at the involvement of MSMEs. He believes that the long-term success of oxcart tourism also requires strong cooperation between tourism managers, the government, and local communities in formulating policies, overcoming emerging problems, and continuing to innovate in developing this tourist attraction. With a collaborative and community-based approach, Novianto is optimistic that cow cart tourism in Palbapang can grow into one of the sustainable tourism models that not only preserves local culture, but also improves people's welfare.

The Palbapang government, as expressed by Purwanto and Drs. H. Sudarja, is well aware of the great potential that cow cart tourism has in improving economic welfare and preserving local culture in the Palbapang area. They see this initiative not only as an effort to preserve culture, but also as a sustainable development strategy that can have a long-term impact on local communities. Therefore, the local government is committed to supporting the development of this tourism in a systematic and structured manner.

One of the concrete steps taken is the plan to form a tourism awareness group (Pokdarwis) which will function as a forum for active community participation in the management of ox cart tourism. This Pokdarwis will be at the forefront of educating the public about the importance of cultural preservation through tourism and in carrying out

various programs that can improve the quality and attractiveness of cow cart tourism. The establishment of this Pokdarwis also reflects the principle of Community-Based Tourism (CBT), where the direct involvement of the community in tourism management is considered a key element of success. In addition, the Palbapang government plans to study and adopt best practices from other regions that have successfully managed culture-based tourism. They will conduct a comparative study to areas that have similar cultural and geographical characteristics with Palbapang, such as tourist areas that have successfully packaged traditional cultural attractions into tourist attractions that are in demand. This study aims to identify effective strategies and adapt them to the local context of Palbapang. Thus, the government hopes to develop ox cart tourism that not only attracts tourists, but also makes a real contribution to cultural preservation and improving the quality of life of the local community.

The government also realizes that the management of this ox cart tourism must be carried out by paying attention to three main aspects: economic, social, and environmental (Algharabat et al., 2019; Midgley & Arya, 2022; Obilo et al., 2021; Surya et al., 2021). From the economic side, they see an opportunity to increase the income of local communities through increasing tourist visits and developing MSMEs that are integrated with the cow cart tourism route. In the social aspect, the government focuses on strengthening the cultural identity of the Palbapang community, by making cow cart tourism a symbol of local pride that can strengthen social ties within the community. Meanwhile, from the environmental side, the government is committed to managing environmental impacts that may arise, such as waste from cow dung and potential road pollution, by designing appropriate and sustainable solutions. The Palbapang government does not only see ox cart tourism as a short-term project, but as part of a sustainable tourism development strategy. With support from various parties, including local communities, tourism managers, and the private sector, the government is optimistic that oxcart tourism can become a tourism icon that is able to compete at the regional and national levels, while preserving culture and the environment.

By adopting the Community-Based Tourism (CBT) approach, where local communities are not only beneficiaries but also play an active role in every stage of tourism development (Rocca & Zielinski, 2022; Susfenti, 2016). Palbapang has a great opportunity to become a successful and sustainable model of culture-based tourism. This approach allows local communities to have greater control over the tourism development process, ensuring that every decision taken is in line with the needs and aspirations of the community. Cow cart tourism, as one of the culture-based initiatives, can be an effective medium to preserve distinctive cultural heritage, while improving the economic welfare of the community by creating new job opportunities and encouraging local economic growth.

The study found that the success of cattle cart tourism in Palbapang is highly dependent on having a structured and comprehensive policy that not only supports the initiative but also ensures its long-term sustainability. This policy should cover various aspects, from regulations that support the development of the necessary infrastructure, to effective promotional strategies to attract tourists, as well as training programs to increase the capacity of local communities in managing tourism. Additionally, it is important to ensure that these policies are implemented consistently and supported by all stakeholders, including the government, the community, and the private sector. The commitment of all parties is also a determining factor in achieving sustainability. Local communities need to continue to be involved and encouraged to actively participate, not only as workers or small business actors, but also as decision-makers in tourism management. The government, on the other hand, must act as a facilitator who ensures that the policies and regulations that are made truly support the sustainability and interests of local communities. Meanwhile, the private sector can contribute through

responsible investment and collaboration with the community in developing innovative and sustainable tourism products.

Careful strategic planning is also very necessary to overcome the challenges that may arise along with the development of cattle cart tourism (Laurie & Mortimer, 2019; Phadermrod et al., 2019). This includes planning that considers environmental, social, and cultural aspects, and includes periodic evaluation mechanisms to assess the impact and success of the programs implemented. Good planning should also include mitigation strategies against potential negative impacts, such as traffic congestion and hygiene issues, which have been identified as challenges in this study. The combination of strong community involvement, appropriate policy support from the government, and careful strategic planning, will be key in ensuring that cattle cart tourism in Palbapang can develop sustainably. This approach that is in line with the principles of CBT will not only help in preserving local cultural heritage, but also ensure that the resulting economic benefits are truly felt by the community, thus creating a positive and sustainable cycle for tourism development in Palbapang (Arcana & Wiweka, 2015; Maharani et al., 2021).

Cow cart tourism in Palbapang has emerged as a form of cultural-based tourism innovation that aims to preserve cultural heritage while improving the economic welfare of the local community. This tourism development has received a positive response from various parties, including local communities, tourism managers, and local governments. However, to ensure that these initiatives can develop sustainably, a comprehensive approach and actively involving various stakeholders are needed. In the context of cattle cart tourism management, the principle of Community-Based Tourism (CBT) becomes relevant because it emphasizes the importance of direct involvement of local communities in every stage of tourism development. As explained by Novianto Hermawan, careful planning and active involvement of the community, especially MSME actors, are the main keys in overcoming sustainability challenges. By including MSMEs in tourist routes, there is not only an increase in local economic welfare, but also the preservation of cultural values conveyed through local products. This approach is in line with the principles of CBT, where local communities are not only objects but also subjects who play an active role in tourism management. However, the success of oxcart tourism cannot be achieved without support from the government. As revealed by Purwanto and Drs. H. Sudarja, the Palbapang government sees great potential in the development of this tourism and plans to support it through the formation of tourism awareness groups (Pokdarwis) and study best practices from other regions. The government realizes that to achieve sustainability, structured and comprehensive policies are urgently needed. This policy should cover various aspects, from supporting infrastructure development to effective promotional strategies, as well as efforts to address negative impacts that may arise, such as congestion and hygiene issues.

The study also shows that challenges remain, especially when it comes to integrating all the necessary elements to achieve sustainability. Strong community involvement, appropriate policy support from the government, and well-thought-out strategic planning are the three main pillars that must be managed effectively (Clarke, 1997; Kurniasari, 2021; Utami et al., 2023). Without coordination and commitment from all parties, these initiatives may face the risk of stagnation or even failure in the long term. In this discussion, it can be seen that the development of oxcart tourism in Palbapang offers a great opportunity to become a successful example of sustainable culture-based tourism. However, its success depends largely on the extent to which local communities can be actively engaged, how governments can create supportive policies, and how strategic planning can be implemented to address existing challenges. The combination of these three elements will not only ensure the preservation of local cultural heritage, but will also provide significant economic benefits to the people of Palbapang, making cow cart tourism an icon of sustainable and competitive tourism at the regional and national levels.

#### 4. CONCLUSION

This research shows that the development of oxcart tourism in Palbapang has great potential to become a sustainable and beneficial cultural-based tourism model for the local community. This initiative has received wide support from various parties, including local communities, tourism managers, and local governments. The Community-Based Tourism (CBT) approach, which emphasizes the importance of active community involvement in every stage of tourism development, has proven relevant in this context. By involving local communities, especially MSME actors, cow cart tourism not only functions as a means of recreation, but also as an effort to preserve culture and improve economic welfare. However, to achieve long-term sustainability, structured and comprehensive policies from the government such as policy initiatives that involve implementing training programs for the local community to effectively manage and maintain the ox carts while providing excellent service to tourists. Empowering the community through skill development is crucial for enhancing hospitality standards and preserving traditional practices. Additionally, government support in promoting and marketing the village on a broader scale—through social media, tourism websites, and trade fairs—will increase visibility and attract more visitors. Developing unique tourism products, such as educational tours and interactive experiences related to the ox carts, will further enrich the visitor experience. Finally, establishing policies to protect and preserve the cultural and traditional aspects of ox cart usage is essential. This includes safeguarding cultural elements and preventing commercialization that may dilute local values, ensuring that tourism development aligns with the village's cultural integrity and promotes sustainable practices, as well as commitments from all stakeholders, are needed. This policy should include strategies to address challenges such as traffic congestion and hygiene issues, as well as ensure that the economic, social, and environmental benefits of tourism can be felt equally by the entire community. Careful strategic planning is also key in integrating all the necessary elements for the success of this tour. With a combination of strong community involvement, proper government support, and careful strategic planning, cow cart tourism in Palbapang can develop into a tourism icon that not only preserves local cultural heritage but also makes a real contribution to improving the quality of life of the community. This success can be an example for other regions in developing sustainable and inclusive culture-based tourism (Chirmoko & Iswanto, 2023).

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