

# Local Wisdom-Based Culinary Tourism Destination for Enhancing Community Income

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## ABSTRACT

This study aims to examine the development of culinary tourism based on local wisdom in Karangbendo Village, Lumajang Regency, as an effort to increase community income. The research employs a mixed methods approach with an explanatory sequential design, beginning with the collection of quantitative data through questionnaires distributed to 259 respondents selected using proportional random sampling, followed by qualitative data collection through interviews, observations, triangulation, and documentation. The results show that culinary tourism and local wisdom have a significant influence on increasing community income, both partially and simultaneously, with a contribution rate of 80.1%. Qualitative findings reveal that the spatial operationalization of 'Dalan Tegalan' serves as a primary economic driver, while culinary authenticity and traditional practices function as a unique selling proposition. However, structural challenges in infrastructure and digital literacy remain significant bottlenecks for optimal economic growth. However, several challenges remain, such as limited facilities, low human resource capacity, and suboptimal promotional strategies. Theoretically, this research contributes to the academic discourse on tourism based on local wisdom and its connection to sustainable economic development. Practically, the findings indicate that culinary tourism can serve as an effective strategy for community empowerment through the strengthening of MSMEs, utilization of digital media, product innovation, and collaboration among stakeholders to ensure equitable economic benefits while reinforcing the village's cultural identity.

## ABSTRAK

Penelitian ini bertujuan untuk mengkaji pengembangan wisata kuliner berbasis kearifan lokal di Desa Karangbendo, Kabupaten Lumajang, sebagai upaya untuk meningkatkan pendapatan masyarakat. Metode yang digunakan adalah mixed methods dengan desain explanatory sequential, dimulai dari pengumpulan data kuantitatif melalui kuesioner terhadap 259 responden yang dipilih secara proportional random sampling, kemudian dilanjutkan dengan data kualitatif melalui wawancara, observasi, triangulasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa wisata kuliner dan kearifan lokal berpengaruh signifikan terhadap peningkatan pendapatan masyarakat, baik secara parsial maupun simultan, dengan kontribusi sebesar 80,1%. Temuan kualitatif mengungkap bahwa operasionalisasi tata ruang 'Dalan Tegalan' menjadi penggerak utama ekonomi, sementara keaslian kuliner dan praktik tradisional berfungsi sebagai nilai jual unik destinasi. Namun, hambatan struktural pada infrastruktur dan literasi digital masih menjadi kendala signifikan bagi pertumbuhan ekonomi yang optimal. Namun, masih terdapat kendala seperti terbatasnya fasilitas, rendahnya kapasitas sumber daya manusia, dan belum optimalnya strategi promosi. Secara teoritis, penelitian ini memperkaya kajian mengenai pariwisata berbasis kearifan lokal dan kaitannya dengan pembangunan ekonomi berkelanjutan. Secara praktis, hasil penelitian menunjukkan bahwa wisata kuliner dapat menjadi strategi pemberdayaan masyarakat melalui penguatan UMKM, pemanfaatan media digital, inovasi produk, dan kerja sama antar pema ngku kepentingan untuk menciptakan manfaat ekonomi yang merata dan memperkuat identitas budaya desa.

## INTRODUCTION

Village tourism has emerged as a sustainable development strategy that integrates social, cultural, economic, and environmental aspects. In both global and national contexts, the development of village

Tourism is regarded as a means of empowering local communities while preserving local identities (Han et al., 2025). With the increasingly dynamic growth of the tourism sector, villages endowed with cultural richness and natural potential are being positioned as alternative tourism destinations. The advancement of village tourism largely relies on the involvement of local communities and an approach that emphasizes local potential and is driven by the community itself (Azwar et al., 2023).

Indigenous knowledge significantly contributes to the distinctiveness of tourism destinations, especially within the culinary domain. Tradition-based culinary tourism offers more than consumable goods; it also reflects the cultural identity and historical heritage of local communities (Vitrianto, 2023). The preservation and innovation of traditional cuisine can serve as a key differentiating factor for destinations, while providing tourists with an authentic experience (Irayanti & Lord, 2024). Furthermore, community involvement in the production and marketing of culinary products promotes a more equitable economic redistribution, creates new employment opportunities, and strengthens village competitiveness through community-based tourism (CBT) empowerment (Nurmilah et al., 2022; Suvittawat et al., 2025).

Karangbendo Village, located in Lumajang Regency, has significant potential for traditional culinary development, supported by the diversity of local food ingredients and the cultural practices of the community. However, this potential has not yet been fully optimized due to limited market access, lack of innovation, and insufficient promotion (Nugroho & Triyono, 2022). This situation presents both a challenge and an urgency, especially considering that many tourist villages still face relatively high levels of poverty. Promoting culinary tourism rooted in local wisdom is considered an effective strategy to enhance the well-being of the community and maintain the cultural identity of the village. However, not all residents of Karangbendo Village fully understand the uniqueness, objectives, and steps involved in developing a tourism village, which in turn affects the level of

community participation in its management.

Earlier research indicates that tourism initiatives grounded in local wisdom achieve greater success when supported by active community involvement and collaboration with relevant stakeholders. A study conducted in Northern Thailand demonstrated that integrating local lifestyles into tourism helps maintain sustainability and strengthen community identity (Chinwong et al., 2021). Similar findings in Pangandaran affirm that local wisdom-based approaches serve as benchmarks for sustainable destination management (Rizal et al., 2022). However, research specifically examining the contribution of local wisdom-based culinary tourism to rural household income remains relatively limited. This indicates a research gap that needs to be addressed.

This study offers a unique contribution by examining Dalan Tegalana culinary tourism, a destination concept that combines traditional cuisine with rice-field landscapes and local cultural activities. This concept not only strengthens local identity but also provides a unique tourism experience that has received limited attention in the academic literature in Indonesia. In addition, this study promotes creative economic development through culinary tourism by drawing on local wisdom, exploring traditional street food, and preserving cultural values and traditional arts as integral parts of tourism appeal. The implementation of the Penta Helix approach, involving academics, businesses, communities, government, and media, is expected to encourage collaboration among various stakeholders to support the sustainability of culinary tourism in rural areas (Azwar et al., 2023).

The uniqueness of Dalan Tegalana is reflected in the utilization of pathways leading to rice fields or farmland, which were initially considered problematic but were transformed into productive spaces by hosting the sale of traditional foods and beverages. This study aims to (1) analyze the impact of culinary tourism on increasing community income in Karangbendo Village; (2) examine the influence of local wisdom on community income; and (3) investigate the simultaneous effects of culinary tourism and local wisdom on community income. Accordingly, this study aims to contribute to the academic discourse by expanding the body of knowledge on tourism rooted in local wisdom, while also offering practical guidance for promoting sustainable tourism village development in Indonesia.

## **THEORETICAL FRAMEWORK AND HYPOTHESES**

### **Culinary Tourism**

Culinary tourism is a form of tourism that focuses on gastronomic experiences, representing the culture, identity, and local values of a region. Moliterni, Zulauf, and Wagner. Moliterni, Zulauf, and Wagner (2025) emphasize that culinary tourism can strengthen the destination's image through distinctive gastronomic experiences. In line with this, Antara and Trimandala (2023) found that in the Sanur area of Bali, culinary tourism functions not only as a means of consumption but also as a medium for cultural preservation and a driver of sustainable tourism. This demonstrates that authentic culinary experiences can enhance tourist interest while reinforcing the cultural narrative of the destination.

In the context of regional economics, Ijatuyi, Yessoufou, and Patrick (2025) highlight that culinary tourism in South Africa plays a vital role in job creation, increasing tourist expenditure, and strengthening community identity through the preservation of culinary heritage. The results are consistent with Nurmilah et al. (2022) and Rachmawati et al. (2025), who emphasized that promotional strategies, developing the skills and abilities of human resources, and supportive government policies play a vital role in boosting the competitiveness of culinary tourism, as shown in the case of Sukabumi.

Al-Dmour et al. (2024) and Alqudah (2023) emphasize the crucial role of marketing strategies based on the marketing mix, particularly pricing, quality, and local food branding, as important factors that drive the successful development of culinary tourism. Carvache-Franco et al. (2025) emphasize the role of food festivals as an effective means to showcase local gastronomic richness and creatively promote destinations. The results indicate that culinary tourism can be an effective means for sustainable economic and cultural growth if it is managed using strategies that leverage local strengths.

### **Local Wisdom**

Local wisdom refers to the body of values, customs, and knowledge inherited over time, which is formed through the shared experiences of communities as they engage with their social and natural surroundings. Atuhurra, Kim-Hines, and Nishimura (2023), demonstrate that local wisdom is the result of the internalization of social and cultural practices that serve to maintain

community sustainability. In the Indonesian context, Sari et al. (2023) found that local wisdom integrates religious teachings, customs, and social ethics to form harmonious and sustainable community lifestyles.

In traditional culinary practices, local values are reflected in food preparation methods, the use of natural ingredients, and accompanying cultural rituals. Del Soldato and Massari (2024) emphasize that these elements add cultural and spiritual value to local culinary products, thereby strengthening the differentiation of tourism destinations. Further research by Novianti and Sirait (2023) highlights the community in Cianjur, where the values of *someah*, *silih asih*, *silih asuh*, and *silih asah* form the foundation of social interaction and cultural preservation, including in the management of traditional culinary practices. Meanwhile, a study on the Tengger indigenous community in East Java reveals that local wisdom not only preserves ecology but is also deeply integrated into agricultural activities, natural resource processing, and the community's perception of food as part of spiritual and ecological sustainability (Jadid et al., 2020). Similarly, Morón-Corujeira and Fusté-Forné (2022) emphasize that local wisdom can serve as a community-based culinary tourism development strategy by holistically integrating cultural, social, economic, and environmental aspects. Bellato et al. (2022) also identify local wisdom as cultural capital that strengthens destination identity, enhances tourist experiences, and empowers the community.

Thus, integrating local values into the development of culinary tourism in Karangbendo Village is relevant not only as a cultural preservation effort but also as a strategy for sustainably improving community welfare.

### **2.3 Community Income**

Community income is an important indicator for assessing the welfare and quality of life of a community. Czernek-Marszałek and Wójcik (2024) emphasize that income growth not only reflects local economic development but also the effectiveness of benefit distribution from productive activities such as tourism and culinary businesses. In the context of ecotourism, Shi and Liao (2025) found that rural ecotourism programs in Uzbekistan successfully created new job opportunities while increasing household income through the strengthening of community-based culinary sectors. These findings demonstrate that direct community involvement in tourism can serve as a comprehensive strategy for enhancing

welfare.

However, income growth is often accompanied by challenges related to economic inequality among different groups. Wilson and Dashper (2023) introduced the pro-poor tourism approach as a development strategy focused on empowering impoverished communities to actively participate in the economic value chain. In line with this, Adu et al. (2024) demonstrated that empowering traditional food vendors, homestay owners, and local artisans can help ensure a more equitable distribution of economic benefits. This perspective is increasingly relevant in the development of community-based culinary destinations in villages such as Karangbendo. In addition to income distribution issues, sustainability has received considerable attention. Lee and Han (2025) emphasized that income disparities have the potential to affect social stability and weaken the foundation of long-term economic sustainability. Meanwhile, Ramaano (2024) highlighted that tourism, including culinary tourism, can significantly contribute to income if managed based on principles of equity, participation, and local capacity building. Thus, findings from various previous studies underscore that community-based culinary tourism development strategies must be designed not only to generate economic benefits but also to ensure social sustainability and equitable distribution of benefits for local communities.

### **Community Empowerment**

Community empowerment is understood as a multidimensional process that enables individuals and groups to independently control their social and economic lives (Afnan et al., 2025). In this context, Singgalen (2023) found that the social entrepreneurship approach effectively builds community capacity by not only pursuing economic gains but also considering long-term social impacts. These results are important for culinary tourism development because the social entrepreneurship framework offers local entrepreneurs the chance to create products rooted in local wisdom that generate economic benefits while reinforcing cultural identity.

Digital literacy has become a supporting factor for the sustainability of empowerment. Harun 's(2025) study in the Philippines emphasizes that the digital transformation of tourism villages heavily depends on the community's ability to access technology, manage online reservation systems, and produce promotional content. This digital literacy can be developed through training, mentoring, and synergy with the government,

academics, and the tourism industry.

In Indonesia, the contribution of MSMEs and local culinary businesses to increasing community income has also been well established. Maksum, Sri Rahayu, and Kusumawardhani (2020) research shows that incorporating social values into the management of SMEs can improve economic self-reliance and foster stronger community bonds. Therefore, in developing the culinary tourism destination of Karangbendo Village, community empowerment needs to be a primary strategy focusing on improving skills, active participation, and economic independence based on local potential and socio-cultural values.

### **The Impact of Culinary Tourism on Community Income**

Culinary tourism is regarded as a vital instrument in local economic development, as it can increase tourist consumption, create job opportunities, and enhance the added value of local products Moliterni, Zulauf, and Wagner (2025). Moreover, authentic gastronomic experiences serve not only as a form of entertainment but also as a medium for cultural preservation and a driver of economic growth Amin, Putra, and Rahmiati (2025). Therefore, the more developed culinary tourism is based on local potential, the greater its contribution to increasing community income. Therefore, the following hypothesis is proposed:

**H<sub>0</sub>: There is no significant effect of the development of local wisdom-based culinary tourism on community income in Karangbendo Village, Lumajang Regency.**

**H<sub>1</sub>: Culinary tourism development has a significant effect on community income in Karangbendo Village, Lumajang Regency.**

### **2.6 The Influence of Local Wisdom on Community Income**

Local wisdom reflects the values, norms, and cultural practices that guide communities in their social and economic lives (Atuhurra et al., 2023). In culinary tourism, incorporating local wisdom into food preparation, resource use, and culinary customs can create cultural value that boosts tourist appeal and increases community income (Del Soldato & Massari, 2024). Thus, local wisdom has the potential to serve as cultural capital with a significant impact on community welfare. Accordingly, we propose the following hypothesis:

**H<sub>2</sub>: Local wisdom has a significant effect on**

## community income in Karangbendo Village, Lumajang Regency.

### 2.7 The Simultaneous Effect of Culinary Tourism and Local Wisdom on Community Income

Culinary tourism and local wisdom are complementary variables. Culinary tourism requires cultural uniqueness to be competitive and provide authentic experiences for tourists, while local wisdom requires support from the tourism sector to maintain economic and cultural sustainability (Morón-Corujeira & Fusté-Forné, 2022). The combination of both is believed to contribute more significantly to increasing community income. Therefore, the following hypothesis is proposed:

**H<sub>3</sub>: There is a significant simultaneous effect of culinary tourism and local wisdom on community income in Karangbendo Village, Lumajang Regenc**

Figure 1. Conceptual Framework

were gathered through questionnaires, in-depth interviews, and direct observations, whereas secondary data included village records and academic sources.

The quantitative research tool employed a composite five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5). While individual Likert items provide ordinal data, the use of composite scores (calculating the mean or sum of multiple items measuring a single construct) produces continuous interval-level data. This methodological transformation, alongside the satisfied assumption of data normality (confirmed by a Kolmogorov-Smirnov Asymp. Sig. value of 0.200 > 0.05), which rigorously justifies the use of parametric multiple linear regression to analyze the data.

### Population and Data Analysis Techniques

The study population comprised all 6,609 inhabitants of Karangbendo Village. In the quantitative phase, the sample size was calculated using the Slovin formula with a 10% margin of error, yielding 259 respondents selected via

Table 1. Definition of variables in practice

| Variable              | Operational Definition                                                                                                                                                  | Instruments / Methods                                                                                                    |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| Dependent Variable    |                                                                                                                                                                         |                                                                                                                          |
| Community Income (Y)  | The increase in economic outcomes obtained by the community from culinary business and tourism activities (Star et al., 2020)                                           | Quantitative data: measured using a Likert scale<br>Qualitative data: collected through observation and interviews       |
| Culinary Tourism (X1) | Tourism activities focused on the consumption of local specialty foods and beverages contribute to the attractiveness of the tourism destination (Nistor & Dezs, 2022). | Quantitative data: measured using a Likert scale<br>Qualitative data: collected through observation and interviews       |
| Local Wisdom (X2)     | Values, norms, and traditions of the local community that support tourism activities and economic enterprises (Szromek and Bugdol, 2023).                               | Quantitative data: measured using a Likert scale<br>Qualitative data were collected through observations and interviews. |

## RESEARCH METHOD

### Data Sources and Research Design

This study employs a mixed-methods strategy using an explanatory sequential design. In this framework, the collection and analysis of quantitative data are conducted first to determine the statistical significance of culinary tourism and local wisdom on community income. This is directly followed by a robust qualitative phase designed specifically to explain, contextualize, and validate the quantitative regression findings in depth, addressing how and why these economic impacts occur in the field. Primary data

proportional random sampling.

For the qualitative phase, purposive sampling was utilized to select 18 key informants, including traditional leaders, culinary business actors, and village officials. To overcome superficial qualitative claims, the interview data were analyzed using a systematic thematic analysis with a structured coding framework. The process encompassed three stages: (1) *open coding* to identify raw concepts from verbatim transcripts (e.g., authentic recipes, spatial operations of 'Dalan Tegalan'), (2) *axial coding* to categorize these concepts into relational themes connecting cultural practices to economic outcomes, and (3) *selective coding* to formulate core narratives that

explicitly explain the quantitative results. This ensures that the qualitative data strictly operationalizes the mixed methods design.

## DATA ANALYSIS AND DISCUSSION

### Respondent Characteristics Based on Gender

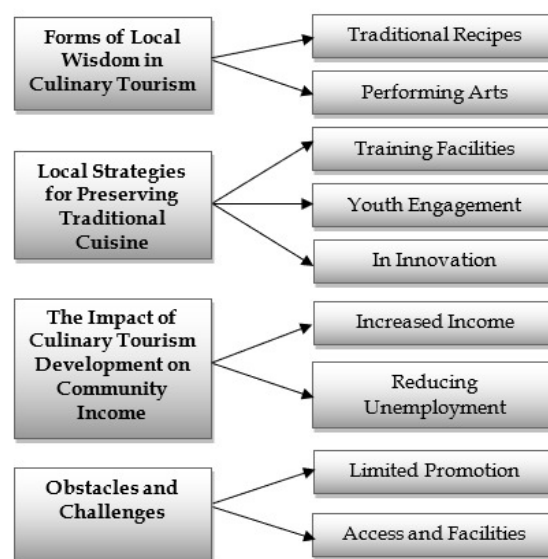
Out of the 259 respondents involved in the study, the majority were female, numbering 175 individuals or approximately 67.6%. Meanwhile, male respondents accounted for 84 individuals or 32.4%. These findings indicate that women have a more dominant participation in culinary tourism activities in Karangbendo Village compared to men. This condition can be understood as women generally having more intensive involvement in culinary activities, both as home-based business operators and as the primary consumers of food products (Tran & Murphy, 2025).

### Validity Test

In Table 2, the instrument validity test was conducted by comparing the calculated *r* values (Corrected Item-Total Correlation) with the *r* table value at a 5% significance level and degrees of freedom (*df*) = 257. The results showed that all questionnaire items for culinary tourism (X1), local wisdom (X2), and community income (Y) had calculated *r* values greater than the *r* table value (0.1219). Therefore, all questionnaire items were considered valid, as they effectively measured the constructs being studied (Wilson & Dashper, 2023).

**Table 2.** Results of Variable Validity Test

| Item No.                     | Calculated <i>r</i> | Table <i>r</i> | Conclusion |
|------------------------------|---------------------|----------------|------------|
| <b>Culinary Tourism (X1)</b> |                     |                |            |
| X1.1                         | 0,710               | 0,1219         | Valid      |
| X1.2                         | 0,760               | 0,1219         | Valid      |
| X1.3                         | 0,735               | 0,1219         | Valid      |
| X1.4                         | 0,757               | 0,1219         | Valid      |
| X1.5                         | 0,714               | 0,1219         | Valid      |
| <b>Local Wisdom (X2)</b>     |                     |                |            |
| X2.1                         | 0,750               | 0,1219         | Valid      |
| X2.2                         | 0,748               | 0,1219         | Valid      |
| X2.3                         | 0,757               | 0,1219         | Valid      |
| X2.4                         | 0,769               | 0,1219         | Valid      |
| X2.5                         | 0,654               | 0,1219         | Valid      |
| <b>Community Income (Y)</b>  |                     |                |            |
| Y.1                          | 0,736               | 0,1219         | Valid      |
| Y.2                          | 0,701               | 0,1219         | Valid      |
| Y.3                          | 0,662               | 0,1219         | Valid      |
| Y.4                          | 0,733               | 0,1219         | Valid      |
| Y.5                          | 0,752               | 0,1219         | Valid      |



**Figure 2.** Interview Results

### Reliability Test

As shown in Table 3, the reliability test of the research instrument was conducted using Cronbach's alpha coefficient. An instrument is considered reliable if the Cronbach's alpha value is greater than 0.60 (Liorančaitė-Šukienė & Jurėnienė, 2025). The test results show that all variables, namely culinary tourism (X1), local wisdom (X2), and community income (Y), have Cronbach's alpha values above 0.60. Therefore, the questionnaire used in this study can be considered reliable and consistent in measuring the constructs under investigation.

**Table 3.** Reliability Test Results

| Variable | Cronbach's Alpha | Minimum Value | Description |
|----------|------------------|---------------|-------------|
| X1       | 0,786            | 0,6           | Reliable    |
| X2       | 0,783            | 0,6           | Reliable    |
| Y        | 0,763            | 0,6           | Reliable    |

## Data and Hypothesis Testing Analysis

### Descriptive Statistics of Respondents Culinary Tourism

Based on the descriptive analysis presented in Table 4, most respondents gave positive evaluations of culinary tourism indicators. Approximately 62% of respondents agreed and 58% strongly agreed that the attractions, quality, and culinary innovations in Desa Karangbendo are appealing for development. Only a small portion of respondents remained neutral (6.7%) or disagreed (3.6%). These results indicate that, overall, the community holds a high appreciation for the village's culinary tourism potential.

These findings align with those of Lloyd-Parkes and Filippou (202), who emphasize that local cuisine serves as a primary attraction in tourism destinations by offering authentic experiences to visitors. In Desa Karangbendo, the predominance of positive responses from participants indicates that traditional culinary products are valued not only as consumable goods but also as cultural identities with significant market appeal.

Fusté-Forné, and Noguer-Juncà (2024), who emphasize that the sustainability of culinary-based tourism heavily relies on the involvement of local communities in preserving cultural values and traditions. In the context of Karangbendo, the high appreciation of respondents for local wisdom indicates that the integration of culture with cuisine not only enhances tourism attractiveness but also strengthens the social cohesion of the

**Table 4.** Descriptive Analysis Results of Culinary Tourism Variable

| Indicator                    | Questionnaire Item                                                                                        | Answer |       |      |      |      | Frequency |
|------------------------------|-----------------------------------------------------------------------------------------------------------|--------|-------|------|------|------|-----------|
|                              |                                                                                                           | SS     | S     | RG   | TS   | STS  |           |
| Local Culinary Attraction    | X1.1 I am interested in visiting Karangbendo Village because it offers unique local culinary experiences. | 102    | 133   | 18   | 4    | 2    | 259       |
|                              |                                                                                                           | 39,4%  | 51,4% | 6,9% | 1,5% | ,8%  | 100%      |
| Traditional Culinary Quality | X1.2 The traditional food in this village has a distinctive taste and satisfying quality.                 | 121    | 118   | 12   | 6    | 2    | 259       |
|                              |                                                                                                           | 46,7%  | 45,6% | 4,6% | 2,3% | ,8%  | 100%      |
| Culinary Innovation          | X1.3 The presentation of local food follows current trends while still preserving cultural values.        | 147    | 98    | 9    | 2    | 3    | 259       |
|                              |                                                                                                           | 56,8%  | 37,8% | 3,5% | ,8%  | 1,5% | 100%      |
| Accessibility and Facilities | X1.4 The culinary tourism locations in this village are easy to access and have adequate facilities.      | 107    | 132   | 15   | 1    | 4    | 259       |
|                              |                                                                                                           | 41,3%  | 5,8%  | 5,1% | ,4%  | 1,5% | 100%      |
| Culinary Tourism Promotion   | X1.5 Information about culinary tourism in this village is easily found on social media or the internet.  | 103    | 131   | 13   | 8    | 4    | 259       |
|                              |                                                                                                           | 39,8%  | 50,6% | 5,0% | 3,1% | 1,5% | 100%      |
| Total                        |                                                                                                           | 580    | 612   | 67   | 21   | 15   | 1000      |
| Percentage (%)               |                                                                                                           | 58%    | 62%   | 6,7  | 2,1  | 1,5  | 100%      |

Source: Research Data, 2025

### Local Wisdom

The descriptive analysis results in Table 5 indicate that the majority of respondents had a positive perception of the local wisdom indicators. A total of 62.3% of respondents strongly agree and 52.2% agree that the cultural values, norms, and traditions of the Karangbendo community are still preserved and integrated into culinary tourism activities. Meanwhile, only a small portion of respondents remained neutral (8%) or disagreed (3.9%). This suggests that local wisdom continues to hold strong legitimacy among the community as both a cultural identity and a tourism attraction. This finding is consistent with Crespi-Vallbona,

village community.

Therefore, the high level of respondent agreement indicates that culinary tourism development strategies should prioritize local wisdom as the primary foundation (Harun, 2025). This can be realized through the involvement of the younger generation, innovation in tradition-based culinary presentation, and digital promotion that continues to emphasize cultural identity. Thus, local wisdom functions not only as a heritage but also as an instrument for the economic and social empowerment of the village community.

### **Community Income**

The results of the descriptive analysis in Table 6 show that the majority of respondents positively assess the contribution of culinary tourism to income improvement. As many as 62.3% of respondents strongly agree and 52.2% agree that culinary tourism activities play a role in enhancing the economic welfare of the community. A small portion of respondents chose neutral (8%) or disagreed (3.9%), indicating some variation in economic experiences in the field; however, overall, respondents' perceptions tend to reflect a positive impact.

This finding supports the results of previous studies by Kalenjuk Pivarski et al. (2024), who found that local culinary tourism can increase household income and create new employment opportunities in rural areas. In the context of Karangbendo Village, the high level of respondent agreement indicates that the presence of culinary tourism is not only culturally valuable but also makes a tangible contribution to improving community welfare.

These results underscore the importance of strengthening support for local culinary MSMEs through training, capital assistance, and digital promotion. This strategy will expand the positive economic impact while ensuring the sustainability of culinary tourism development based on local wisdom (Crespi-Vallbona et al. 2024). Thus, community income can serve as a key indicator of the success of community-based tourism programs.

### **Classical Assumption Tests**

Prior to performing multiple regression analysis, classical assumption tests were conducted to verify the suitability of the model (de Jonge, 2018). The normality test, assessed using the Kolmogorov-Smirnov method, yielded an Asymp. Sig. (2-tailed) value of 0.200, exceeding the 0.05 threshold. This result suggests that the residuals follow a normal distribution, confirming that the normality assumption of the regression model is satisfied (Zhang, 2021). In addition, the multicollinearity assessment revealed that the independent variables have a Tolerance value of 0.272, which is above 0.10, and a Variance Inflation Factor (VIF) of 3.679, below 10. These findings indicate the absence of multicollinearity, allowing all independent variables to effectively explain the dependent variable (Darren George, 2024). Meanwhile, the heteroscedasticity test revealed that the residuals are randomly dispersed above and below zero without forming any specific

pattern, indicating that the regression model does not suffer from heteroscedasticity.

### **Multiple Linear Regression Test**

Prior to interpreting the regression outcomes, it is imperative to note that the ordinal Likert scale data were transformed into continuous interval data through composite scoring. This transformation, validated by the satisfied normality assumptions, justifies the robust application of parametric multiple linear regression. The analysis results in Table 7 show a coefficient of determination ( $R^2$ ) value of 0.801. This means that the culinary tourism (X1) and local wisdom (X2) variables explain 80.1% of the variation in community income (Y), while the remaining 19.9% is influenced by other factors outside the model. A high  $R^2$  value indicates that the model has strong explanatory power for the dependent variable.

### **Simultaneous Test (F-Test)**

The results in Table 8 show that the simultaneous test produced an F-count value of 515.515 with a significance level of  $0.000 < 0.05$ . This indicates that  $H_0$  is rejected and  $H_a$  has a significant effect on community income. This finding aligns with Aflah, Risnawati, and Hamdani (2025), who emphasize that a significant F value reflects the regression model's relevance in explaining the relationship between variables.

### **Partial Test (t-Test)**

The analysis results in Table 9 show that the culinary tourism variable (X1) has a significant effect on community income, with a t-value of  $5.208 > 1.969$  and a significance level below 0.05. Similarly, the local wisdom variable (X2) also demonstrates a significant influence, with a t-value of  $12.075 > 1.969$  and a significance level below 0.05. This confirms that both variables individually contribute positively to increasing community income. These findings are consistent with previous research by Rana and Bisht (2023), which found that tourism potential and local wisdom can promote economic welfare improvement.

### **Qualitative Findings and Thematic Analysis**

The simultaneous F-test and partial t-tests quantitatively proved that local wisdom and culinary tourism significantly increased community income (contributing 80.1%). To rigorously explain the "how" and "why" behind these statistical findings, a thematic analysis of 18 key informants was conducted, yielding three core

themes:

**Theme 1: The Practical Operationalization of "Dalan Tegal" as an Economic Driver** The quantitative data demonstrated high community appreciation for local attractions. Qualitatively, this is driven by the specific operationalization of the "Dalan Tegal" concept. Rather than functioning solely as an abstract cultural identity, Karangbendo's community transformed agricultural pathways previously considered marginal or strictly utilitarian into productive economic corridors. Traditional food stalls are integrated directly into rice field landscapes.

- Informant Verbatim: *"Initially, these field paths were only used by farmers for transit. But since we organized them to sell food along the edges, the local women and MSME actors now have a steady alternative income. Visitors from the city highly appreciate the experience of eating traditional food right next to the active rice fields."* This spatial utilization allows residents without conventional business spaces to participate in the tourism economy, creating a micro-economic ecosystem that directly injects alternative income streams into rural households.

**Theme 2: Culinary Authenticity as the Core Value of Local Wisdom** The strong statistical significance of the Local Wisdom variable (t-value = 12.075) is qualitatively explained by the community's strict adherence to inherited cultural practices. MSME actors intentionally maintain authentic flavors, utilize local ingredients, and employ traditional culinary techniques.

- Informant Verbatim: *"When it comes to taste, we strictly avoid using instant seasonings. Traditional dishes, such as corn*

*rice, and local snacks are prepared using recipes passed down through generations, and many of us still use firewood. That authenticity is exactly what tourists look for, and it allows us to maintain stable sales in the future."* This authenticity functions as a unique selling proposition (USP) that differentiates the village from modern tourist sites, driving sustainable sales volume and reinforcing the village's cultural identity against external commercialization.

**Theme 3: Structural and Digitalization Bottlenecks** Qualitative data also contextualized the 19.9% unexplainable variance in the regression model. Informants consistently highlighted structural challenges that stunted optimal economic growth, which triangulated with the survey data regarding accessibility and promotion.

- Informant Verbatim: *"Because our location is integrated with nature, our main obstacle is during the rainy season when the access roads and parking areas become difficult to navigate. Furthermore, many of our older sellers lack the skills to promote their products on social media; therefore, we often rely heavily on word-of-mouth marketing."* Inadequate physical infrastructure and suboptimal digital promotion strategies remain significant barriers. This reveals a critical reality: while local wisdom provides a robust product foundation, maximizing community income requires targeted interventions in physical infrastructure and digital literacy.

**Table 7.** Determination Coefficient Results

| Model | R                 | Model Summary <sup>b</sup> |                   |                            |
|-------|-------------------|----------------------------|-------------------|----------------------------|
|       |                   | R-Square                   | Adjusted R Square | Std. Error of the Estimate |
| 1     | .895 <sup>a</sup> | .801                       | .800              | 1.22653                    |

a. Predictors: (Constant), Local Wisdom (X2), Culinary Tourism (X1)

b. Dependent Variable: Community Income

| ANOVA <sup>a</sup> |            |                |     |             |         |
|--------------------|------------|----------------|-----|-------------|---------|
| Model              |            | Sum of Squares | Df  | Mean Square | F       |
| 1                  | Regression | 1551.063       | 2   | 775.532     | 515.515 |
|                    | Residual   | 385.122        | 256 | 1.504       |         |
|                    | Total      | 1936185        | 258 |             |         |

a. Dependent Variable: Community Income (Y)

b. Predictor: (Constant), Local Wisdom (X2), Culinary Tourism (X1)

## **Discussion**

### **The Influence of Culinary Tourism on Increasing Community Income**

The findings reveal that the economic impact of culinary tourism in Karangbendo Village is fundamentally driven by spatial innovation, specifically the operationalization of "Dalan Tegalán." Rather than requiring extensive capital for new infrastructure, the community repurposed agricultural pathways that traditionally functioned solely as utilitarian transit routes into vibrant Nurmilah et al. (2022), productive spaces for culinary commerce. This spatial transformation demonstrates that rural economic empowerment can be catalyzed by redefining existing environmental assets Sanful et al. (2024). By situating traditional food stalls directly within the authentic rice field landscape, the village created a distinct and immersive tourism experience. This operational strategy significantly lowered the barrier to entry for local residents to establish micro-enterprises Harsanto and Wahyuningra (2025), directly distributing tourism revenue to households and mitigating the economic leakage commonly found in heavily commercialized destinations.

### **Authenticity and Social Cohesion as a Unique Selling Proposition**

The integration of local wisdom accelerates community income not merely as an abstract macro-cultural concept, but through highly specific, rigidly preserved micro-practices. The economic valuation of traditional culinary products relies heavily on their authenticity. Adherence to ancestral recipes, the rejection of instant ingredients Gede et al. (2024), traditional cooking methodologies utilizing firewood, and communal presentation styles function collectively as a robust unique selling proposition (USP). This cultural fidelity inherently insulates local businesses from direct competition with modern or franchise culinary options. Consequently, Schmider, Prideaux, and Fredericks (2024) state that local wisdom acts as a protective economic moat; the rigorous preservation of heritage directly dictates the premium value and sustained demand from tourists seeking authentic rural experiences, effectively translating intangible cultural capital into tangible financial stability.

**Structural Challenges and Theoretical Novelty**  
While the integration of culinary tourism and local wisdom successfully drives economic

empowerment, the optimal maximization of this income is constrained by significant structural bottlenecks (Chukwurah et al., 2025). Inadequate physical infrastructure, particularly regarding seasonal accessibility and parking capacity during adverse weather, alongside a pronounced digital literacy gap among traditional MSME actors, prevents the destination from capturing a broader market segment (Bakr et al., 2025). Overcoming these barriers requires systemic, cross-sectoral interventions and stakeholder collaboration rather than relying solely on organic community resilience. From a theoretical perspective, this research synthesizes a novel framework for rural tourism: the "Spatial-Cultural Integration Model." Previous literature frequently treats local wisdom and physical tourism infrastructure as independent development variables. This study demonstrates that the true catalyst for rural economic enhancement occurs precisely at their intersection, where localized cultural practices are physically and creatively embedded into indigenous spatial assets (Schmider et al., 2024), as exemplified by Dalan Tegalán. This model posits that sustainable community empowerment in developing regions is maximized when cultural preservation is spatially operationalized, offering a scalable theoretical blueprint for similar rural destinations globally.

## **CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS**

The findings of this study demonstrate that the advancement of culinary tourism rooted in local wisdom in Karangbendo Village has a significant and positive influence on improving the income of the local community. The integration of culinary tourism and local cultural practices, such as traditional recipes, local ingredients, and distinctive presentation, fosters economic empowerment, enhances MSMEs, reduces unemployment, and creates alternative income sources. These findings confirm that culture-based culinary tourism not only strengthens the village's identity but also acts as a driving force for sustainable economic growth. The implications of this study enrich the literature on community-based tourism and highlight the importance of local wisdom as cultural capital in rural economic development. Practically, these results can serve as a foundation for village governments and stakeholders to design culinary tourism development strategies focused on cultural values, economic sustainability, MSME training,

digital promotion, and participatory community empowerment. The study's focus solely on Karangbendo Village limits the generalizability of the findings to other areas. The limited research period also restricts comprehensive observation of the culinary tourism cycle, while quantitative instruments may not fully capture complex cultural nuances. Future researchers are encouraged to expand the study to multiple villages with diverse characteristics and adopt a longitudinal approach for more representative results. The development of culturally sensitive research instruments and the exploration of digitalization's role in promoting local wisdom-based culinary tourism are also highly recommended.

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## Conflict Of Interest

The authors declare no conflicts of interest related to this research. The author has no financial, professional, or personal relationships or affiliations with organizations or other entities that could be perceived as influencing the conduct, results, or publication of this study.

## Use Of Artificial Intelligence Technology

The author declares that artificial intelligence (AI) was used exclusively for translation purposes in this study. AI was not utilized for data analysis, result interpretation, or any other scientific decision-making processes related to the research content. The author assumes full responsibility for the integrity, content, and conclusions of this study.

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