

CIMANDE'S CULTURAL LEGACY: EXPERT INSIGHTS ON ENHANCING SUSTAINABLE TOURISM THROUGH INTANGIBLE HERITAGE

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Abstract: Cultural heritage plays a pivotal role in sustainable tourism by fostering socio-economic development and enhancing community resilience. However, within the 2030 Agenda for Sustainable Development, its role remains peripheral, explicitly referenced only in Sustainable Development Goal (SDG) 11, which emphasizes the protection and preservation of global cultural and natural heritage. Cimande Village in Indonesia, is renowned for its rich Intangible Cultural Heritage (ICH), including UNESCO-recognized Pencak Silat, traditional bone-setting practices, and religious rituals. Despite its cultural significance, the integration of ICH into sustainable tourism frameworks presents considerable challenges, necessitating strategic approaches that benefit both local communities and visitors. This study aims to identify the key elements of Cimande's ICH and explore expert recommendations for its sustainable revitalization within the tourism sector. Employing an interpretivist paradigm and a single-case study methodology, this qualitative research integrates literature reviews, observations, surveys, and in-depth interviews conducted between October 2023 and May 2024. The study involved 11 tourism scholars from three universities who met the criterion of having visited Cimande Tourism Village at least three times, along with four tourism practitioners with over a decade of professional experience. The survey utilized open-ended questions administered via Google Forms, with follow-up clarifications and additional inquiries conducted via WhatsApp to ensure response accuracy and completeness. In-depth interviews were conducted telephonically at the request of informants due to scheduling constraints. Data were analyzed using NVivo 12 Plus through thematic and content analysis. This study ensured research credibility through member checking and data triangulation. The findings indicate that the sustainable revitalization of Cimande's ICH requires a multidimensional approach encompassing innovative cultural tourism concepts, immersive cultural tourism experiences, and the development of tangible cultural products. These strategies integrate cultural, social, economic, and environmental sustainability dimensions, ensuring long-term benefits for both the local community and the tourism industry. This study contributes to theoretical discussions on ICH preservation within sustainable tourism frameworks and offers practical recommendations for tourism developers and policymakers with significant intangible cultural assets. Future research should incorporate comparative case studies and diverse stakeholder perspectives to refine strategies for ICH revitalization.

Keywords: ICH, revitalization, cultural heritage, sustainable tourism, cultural tourism

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INTRODUCTION

Cultural heritage occupies a peripheral role within the 2030 Agenda for Sustainable Development, explicitly referenced under Sustainable Development Goal (SDG) 11, which emphasises the need to protect and safeguard global cultural and natural heritage (Diaz-Iglesias et al., 2021), which calls for efforts to protect and safeguard the world's cultural and natural heritage. International organisations, such as UNESCO and ICOMOS, underscore the integral role of culture in sustainable development, highlighting the interconnectedness of economic, social, cultural, and environmental systems (Hosagrahar et al., 2016; Issakov et al., 2023; Richards, 2018). Tourism serves as a crucial economic catalyst, fostering employment, community well-being, and the preservation of cultural heritage.

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The principles of sustainable tourism, which aim to minimise adverse effects while amplifying cultural heritage and economic growth, have garnered increasing attention. Revitalizing cultural heritage is pivotal in sustainable tourism by preserving historical assets (Harrington et al., 2015), enhancing visitor experiences, and strengthening local identities (Sardaro et al., 2021). In particular, rural tourism, grounded in cultural heritage, drives socio-economic development and community resilience, contributing significantly to sustainable rural development (Nocca, 2017).

Cimande Village, situated in West Java, Indonesia, is renowned for its rich intangible cultural heritage (ICH), including the Cimande school of martial arts, traditional bone-setting practices, religious rituals, and other cultural traditions. Notably, Pencak Silat, an Indonesian martial art recognised as a UNESCO Intangible Cultural Heritage, encompasses artistic and martial significance and profound philosophical and cultural values (Hasanudin, 2023; Soeswoyo & Dewantara, 2022). However, the preservation and revitalization of this ICH within tourism frameworks remain challenging, necessitating strategies that benefit local communities and visitors (Ancuța & Jucu, 2023). Expert insights from tourism and cultural professionals are vital in identifying best practices and innovative approaches for sustainable cultural tourism, a field that requires greater exploration in the context of ICH revitalization (Lenzerini, 2011; Qiu et al., 2022).

This study seeks to identify the critical elements of Cimande Village's ICH and explore recommendations from tourism practitioners and scholars to support its preservation and development. The study holds theoretical significance by contributing to the growing literature on intangible cultural heritage (ICH) preservation within sustainable tourism frameworks. By examining Cimande Village's unique cultural assets, the research expands the understanding of how ICH can be effectively integrated into tourism development strategies. It provides a nuanced exploration of the interplay between cultural preservation and tourism, enriching theoretical models that link heritage conservation with socio-economic and cultural sustainability. Furthermore, the study offers a foundation for future research on ICH-specific revitalization approaches, addressing gaps in existing theoretical frameworks for sustainable cultural tourism. The findings aim to enrich broader discourses on ICH and sustainable cultural tourism, offering actionable insights for tourism developers, community leaders, and policymakers in Cimande Village and similar cultural destinations. These insights will enhance their attractiveness and competitiveness while safeguarding invaluable heritage for future generations.

LITERATURE REVIEW

Sustainable Tourism

Sustainable development and sustainable tourism are intrinsically interconnected. The World Commission on Environment and Development defines sustainable development as fulfilling present needs while safeguarding resources for future generations. It encompasses critical objectives such as poverty alleviation, responsible consumption, and resource management to facilitate economic and social advancement (Shrestha & Decosta, 2023). In response to the adverse impacts of mass tourism, alternative approaches, including ecotourism, community-based tourism, and rural and cultural tourism, have gained prominence. These models prioritise the preservation of cultural heritage, sustainable use of natural resources, and upholding human dignity (Fang et al., 2023; Gao & Wu, 2017).

Rural tourism, leveraging distinctive natural, demographic, and cultural resources, presents significant opportunities for fostering sustainable development. Culture and heritage are fundamental in promoting long-term regional sustainability (Lyon et al., 2017; Shakya & Vagnarelli, 2024). Furthermore, cultural heritage remains essential in rural tourism regenerative efforts to preserve their assets and values (Lyon et al., 2017; Morén-Alegret et al., 2018).

Cultural tourism has experienced rapid growth in recent decades, driven by rising economic prosperity and evolving social expectations (UNWTO, 2013). As a prominent segment of the tourism industry, it revolves around cultural assets as its primary attraction, cultivating a synergistic relationship between tourism and culture (Richards, 2018). Implementing Indonesia's Law Number 5 on Cultural Advancement has further reinvigorated efforts to safeguard and develop cultural heritage, emphasising its ethical transformation while preserving intrinsic values and wisdom (UU RI, 2017).

Cultural Heritage & ICH

As a manifestation of human creativity, culture enriches the quality of life and reflects adaptive responses to environmental conditions (Ardiwidjaja & Antariksa, 2022). According to Law Number 5 Concerning the Advancement of Culture (2017), culture as expressed through intellect, behavioural patterns, and physical creations, classified into *Cipta* (intellectual and moral values), *Karsa* (behavioural norms and social practices), and *Karya* (tangible creation). These elements, as (Koentjaraningrat, 2009) notes, are integral to cultural heritage, encompassing both cognitive activities and physical creations. Cultural heritage is traditionally categorised into tangible and intangible domains, with intangible cultural heritage (ICH) particularly vulnerable to erosion in the face of societal changes.

ICH comprises practices, knowledge, and skills recognised by communities as integral to their cultural identity and legacy. It evolves through intergenerational transmission, fostering identity, continuity, and respect for cultural diversity. UNESCO delineates five primary domains of ICH: oral traditions, performing arts, social practices, knowledge of nature, and traditional craftsmanship (UNESCO, 2003).

Revitalization

Revitalization is a central theme in cultural heritage studies, particularly within the tourism discourse (Su et al., 2019; Ukaegbu et al., 2018). The concept of cultural revitalization was advanced through the theory of revitalization movements, which conceptualizes it as a deliberate and systematic endeavor by communities to reconstruct a culture perceived as more meaningful and fulfilling (Fang et al., 2023; Harrington et al., 2015). This theory reflects communities' proactive measures

to reinvigorate cultural elements threatened by crises or decline. Wallace's perspective emphasises cultural dynamism, aligning with the widely accepted scholarly view that culture is inherently fluid and adaptive (Richards, 2018).

The existing literature underscores the dual potential of tourism in cultural revitalization: while it can generate socio-economic benefits and revive cultural heritage, it also risks commodifying and distorting cultural values. Herbert (1995) argue that tourism often reduces cultural heritage to marketable commodities, leading to a loss of authenticity and the cheapening of culture. Conversely, Komives et al. (2024); Mason (2016), and Ukaegbu et al. (2018) highlight tourism's capacity to preserve handicrafts, traditions, and gastronomic values when managed sustainably.

Similarly, Shrestha et al. (2024) and Ginting et al. (2024) demonstrate tourism's positive role in leveraging historical heritage and diverse local cultures as social capital for sustainable tourism development. Conservative perspectives advocate strict preservation, viewing culture as static, whereas progressive approaches recognize culture's dynamic nature and its ability to adapt while remaining relevant (Nuryanti, 1996; Prideaux et al., 2008). Despite these valuable insights, a notable research gap remains in comprehensively understanding cultural revitalization with an emphasis on diverse forms of Intangible Cultural Heritage (ICH), particularly from the perspectives of business practitioners and academics. Bridging this gap is essential for advancing ICH promotion strategies that not only attract tourists but also strike a balance between cultural preservation and development, ensuring the safeguarding of authenticity and local wisdom.

MATERIALS AND METHODS

Design & Strategy

This study is situated within an interpretive paradigm, emphasising exploring and interpreting meanings within social contexts as perceived by various groups. Employing a single-case study methodology, the research facilitates an in-depth examination of a unique and underexplored phenomenon, focusing exclusively on a single case (Saunders et al., 2019; Yin, 2018). A qualitative, cross-sectional design is adopted, enabling the analysis of specific phenomena within a constrained timeframe (Saunders et al., 2019).

Data Collection Techniques and Participant Scheme

The research was conducted between October 2023 and May 2024 in Cimande Tourism Village, Bogor Regency, West Java Province, Indonesia. Data collection encompassed multiple methods, including a literature review, observations, surveys, and in-depth interviews. The literature review involved sourcing information from academic books, peer-reviewed journals, and conference proceeding. Surveys targeted 11 tourism academics affiliated with three universities in Bogor and Jakarta, selected based on criteria such as geographic proximity to the study site and a minimum of three prior visits to Cimande Tourism Village. In-depth interviews were conducted with four tourism business practitioners from Bogor and Jakarta, each possessing a minimum of 10 years of professional experience.

The survey employed open-ended questions administered via Google Forms, with follow-up confirmations and supplementary queries addressed through WhatsApp to ensure clarity and completeness of responses. In-depth interviews were conducted telephonically at the informants' request due to scheduling constraints, a method deemed suitable under specific conditions (Creswell, 2014). These interviews, lasting between 40 and 58 minutes, followed a semi-structured format guided by a prepared interview protocol.

Procedure/Data Analysis and Organisation

Survey and interview data were transcribed into text-based transcripts for subsequent analysis. Data management involved coding for concepts and themes and categorising individual words, sentences, ideas, images, and videos within the transcripts to extract insights aligned with the research objectives.

The analysis incorporated both thematic analysis, which focused on interpreting qualitative meanings related to the research themes, and content analysis, which emphasised the frequency of specific references. NVivo 12 Plus, a Computer-Assisted Qualitative Data Analysis Software (CAQDAS), was utilised for data processing (Saydam et al., 2022). The NVivo analysis followed a two-cycle coding process. The first cycle included word cloud generation and analysis at Parent Nodes, Child Nodes, and Case levels. The second cycle entailed more detailed coding and creating visual representations of the results using project maps (Miles et al., 2014).

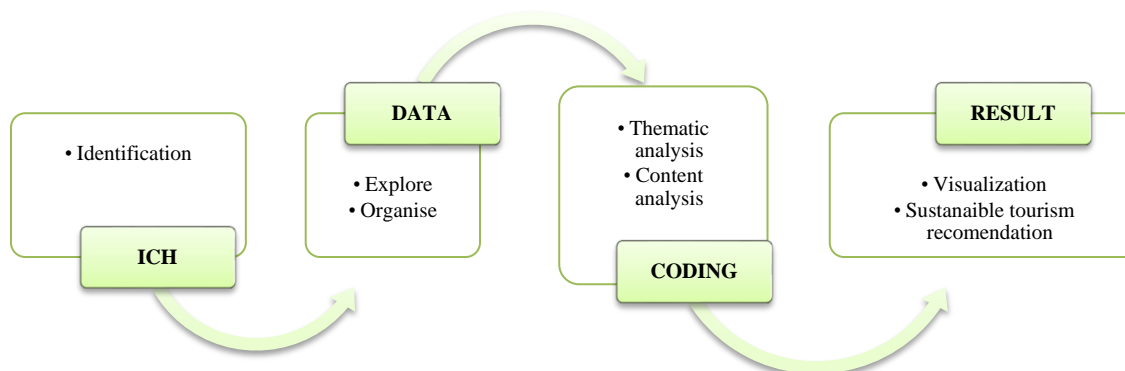


Figure 1. Study flow chart (Source: Author, 2024)

Credibility Testing

Member checking and data triangulation were employed to ensure the credibility and reliability of qualitative findings. Member checking involved verifying data accuracy and consistency with participants' perceptions. Triangulation entailed cross-referencing and validating data from multiple sources, including survey responses, in-depth interviews, direct observations, and previous studies, ensuring a comprehensive and robust analysis. Triangulation in this study also included collaborative analysis among all researchers to ensure consistency and reduce individual bias in interpreting the data. Through regular discussions, the research team compared findings from surveys, interviews, observations, and literature reviews to reach a consensus on critical themes and ensure the conclusions' validity.

RESULTS AND DISCUSSION

ICH Identification

Cimande Tarikolot Village is within the administrative jurisdiction of Caringin District, Bogor Regency, West Java, Indonesia. Its geographical boundaries include Ciderum Village to the north, Pancawati Village to the west, and Lemah Duhur Village to the south. Nestled between the majestic peaks of Mount Pangrango and Mount Salak, the village is renowned for its stunning natural vistas and pristine air quality. Spanning an area of approximately 252 hectares, Cimande Village supports a population of roughly 6,800 residents. Figure 2 displays the position of this village on the Indonesian map.



Figure 2. Cimande Village on Indonesia Map and Java (Source: Google Earth, 2024)



Figure 3. A. *Parebut Seeng* movement, B. Tourists learning Pencak Silat, C. Examine the X-ray result before performing traditional bone-setting treatment in Cimande (Sources: A & C Cimande Documentation, 2023; B Observation at Cimande, 2023)

Cimande is derived from the local West Javanese phrase Ci-Man-De, an abbreviation of ciri iman anu hade, which translates to "signs of people with strong faith." The village is distinguished by several unique and compelling elements

of Intangible Cultural Heritage (ICH), as outlined in Table 1, positioning it as an up-and-coming destination for tourism development. Figure 3 shows several images of the martial art (Pencak Silat) from Cimande, which was awarded as a UNESCO World Intangible Cultural Heritage.

Table 1. The ICH Identification (Source: Author, 2024)

Domain	ICH Cimande	Description
Oral Tradition & Expression	<i>Taleq</i> Cimande	The Taleq Cimande, a 14-point traditional oath, guides Pencak Silat students in faith, social harmony, and respect for nature. Performed at age 17, it marks maturity and commitment to its values, emphasising sincerity and accountability, with the belief that violations bring natural consequences.
Performing Arts	<i>Parebut Se'eng</i>	A marriage proposal ritual showcases the groom-to-be's agility in seizing a <i>seeing</i> from the bride-to-be. Success signifies proposal acceptance, embodying respect and honour for women in this cultural tradition.
Customs, Rituals, and Celebrations	Customary Law Social Organization System	The Cimande community prohibits cutting trees at the Riverhead and along the Cimande River, believing that harming nature invites misfortune, including illness or calamities, as a form of natural retribution. The community entrusts the <i>Sesepuh</i> or <i>Kaepuhan</i> , a wise elder of the Cimande lineage, with resolving customary, traditional, and social matters to maintain harmony and cultural values.
Knowledge and Practices Concerning Nature and the Universe	Local Wisdom and Environmental Conservation Traditional Healing for Bone Fractures	The taboo against cutting trees at the Cimande Riverhead reflects respect for environmental preservation, serving as disaster mitigation to prevent landslides and flooding. Cimande's bone fracture treatments use manual techniques and <i>Balur</i> Cimande oil, which are regulated by strict traditions. Production and treatment emphasise altruism, forbidding monetary transactions or fixed fees.
Traditional Craftsmanship Skills	Traditional kite Traditional food	Crafts use bamboo and special paper, requiring skilled techniques to smooth, cut, and bind bamboo precisely, complemented by applying paper to the frame. <i>Ketupat</i> Cimande, a rice cake for Idul Fitri, involves handcrafting coconut leaf skins and boiling rice stalks tied to the ketupat, symbolising togetherness and equality.

ICH Revitalization

Prior to qualitative analysis, all data were systematically organised and prepared for efficient coding using NVivo software. The word cloud results, presented in Figure 4, reveal several frequently referenced key terms, including culture (*budaya*), tradition (*tradisi*), *ngabungbang*, *Pencak Silat*, tourism (*pariwisata*), and community (*komunitas*). These prominent terms informed the development of nodes, serving as a foundational framework for the subsequent coding process.

The word cloud analysis highlighted several frequently referenced terms, including culture (*budaya*), *Pencak Silat*, tradition (*tradisi*), learning (*belajar*), products (*produk*), and value (*nilai*), which were central to the study's findings. Following the organisation of datasets by file type and format to facilitate coding, each dataset underwent meticulous review and interpretation to uncover underlying meanings. The subsequent coding process, structured around predefined thematic categories, revealed diverse aspects of Cimande's Intangible Cultural Heritage (ICH) with potential for development and revitalization, as identified by research participants. These findings were further categorised into the most frequently emphasised areas: cultural ideas, cultural activities, and tangible cultural products.



Figure 4. Word cloud (Source: NVivo software analysis, 2024)

Cultural Tourism Framework

The study's findings suggest that the revitalization of Cimande Village's ICH can be realised through innovative and immersive cultural initiatives. Notable concepts identified during the analysis include the organisation of cultural festivals, the integration of Internet of Things (IoT) technologies, performing arts, and storytelling techniques, as outlined in Table 2.

Data from Table 2 shows that the revitalization of Cimande's ICH through cultural concepts or ideas received 26 references from 13 data files. The revitalization of ICH in the form of performing arts and cultural festivals can be understood through the following key quotes:

"Traditional culture must remain authentic and preserved, but it can also be turned into a performance art that

combines drama with an engaging storyline, incorporating Pencak Silat. We would create interesting settings, storylines, and costumes for the performance..." (Business practitioner01, 2024)

Table 2. Recommended cultural tourism concepts and activity (Source: NVivo software analysis, 2024)

Coding	File	Ref	Coding	File	Ref
Cultural Concepts	13	26	Cultural Tourism Activity	6	17
Festive	8	10	Silat tradition learning	3	7
IoT	8	8	Traditional local culinary	3	4
Performance	4	4	Traditional local game	2	2
Storytelling	4	4	Traditional therapy	2	2
			Craft learning	1	1
			Traditional music instrument	1	1

"... Organising an annual cultural festival showcasing various aspects of Cimande Village's culture, such as performing arts, cultural exhibitions, and traditional competitions that tourists can attend." (Academic07, 2024).

The interpretation of technology-driven revitalization ideas for Cimande's ICH stems from survey responses, as illustrated by the following quote:

"...Leveraging technology, such as developing a Silat game or Silat-themed film" (Academic08, 2024).

Cultural Activities

Table 2 data indicates that the revitalization of Cimande's ICH in cultural activities has received 17 references cited from 6 files. The analysis results show that the most frequently referenced cultural activities, in order, are learning Cimande Pencak Silat, learning traditional culinary arts, and participating in traditional games. The recommended revitalization of Cimande's ICH through activities such as learning Pencak Silat and traditional culinary arts is interpreted from several core quotes, including:

"...tourists should be encouraged to participate in various cultural activities, making the experience more memorable and interesting. I think visitors are not only interested in learning about the Cimande Silat tradition, its history, and uniqueness but also keen to learn some simple self-defence moves that could be useful" (business practitioner01, 2024).

"...many tourists are quite interested in learning to make traditional food and drinks... then tasting them together, and even taking some home as souvenirs..." (business practitioner02, 2024)

Tangible Cultural Tourism Products

This study reveals that Cimande Tourism Village's ICH offers diverse potentials for development into tangible cultural tourism products aimed at attracting tourists and supporting local tourism sustainability, as outlined in Table 3.

Table 3. Recommended tangible cultural tourism products (Source: NVivo software analysis, 2024)

Coding	File	Reference
Tangible Cultural Tourism Product	6	12
Traditional culinary product	4	5
Traditional medicine	3	3
Cloth and craft	2	2
Cultural photo/video spot	2	2

Based on the analysis results in Table 3, the recommendation for revitalizing Cimande's ICH through tangible cultural tourism products has received 12 references from 6 files. As suggested by informants, the most frequently recommended types of tangible cultural tourism products for revitalization include local culinary products, traditional medicine, clothing and crafts, and artistic photo/video spots. As the participant quoted the revitalization of Cimande's ICH in the form of traditional culinary tourism products:

"...It would be ideal if Cimande could create unique souvenirs, such as developing traditional food and drink products made from local agricultural produce." (Business practitioner02, 2024)

Recommendations for tangible cultural products in the form of unique souvenirs, like traditional clothing and crafts and traditional medicine, are interpreted from the following core quotes:

"Developing unique Cimande souvenirs, such as T-shirts, totopong headscarves, miniature Pencak Silat weapons like golok, herbal drinks, fragrant Cimande oil balm, and more." (Business practitioner04, 2024)

Data triangulation was conducted to ensure the trustworthiness of these study findings, as visualised in Figure 5. The project map in Figure 5 shows the triangulation of data from several sources, including transcripts from in-depth interviews, surveys, field notes from observations, and academic journals.

DISCUSSION

Cultural festivals are a powerful platform to promote, celebrate, and preserve local heritage. A festival in Cimande could integrate diverse cultural elements, including art performances, Pencak Silat tournaments, traditional culinary exhibitions, local crafts, traditional games, and traditional medicine. The potential benefits of such an event include: (1) attracting domestic and international tourists eager to experience and learn about local culture, (2) broadening the

recognition and preservation of Cimande's cultural identity, particularly among younger generations (Purwanto & Perdani, 2023), (3) generating economic opportunities for local residents through the sale of handicrafts, culinary specialties, homestays, and other tourism-related services (Djunaid & Michelle, 2021; Kadyrbekova et al., 2024) and (4) strengthening Cimande's identity while fostering collaboration among residents, government entities, and tourism stakeholders (Garau, 2015; Soeswoyo & Ingkadijaya, 2023; Sunghee & Kyounghee, 2019; Zhang et al., 2020). Such strategies for revitalizing Intangible Cultural Heritage (ICH) are pivotal in advancing the village's cultural, economic, and social sustainability. Applying Internet of Things (IoT) technologies can significantly enhance the cultural tourism experience while expanding the global reach of Cimande's Pencak Silat heritage.

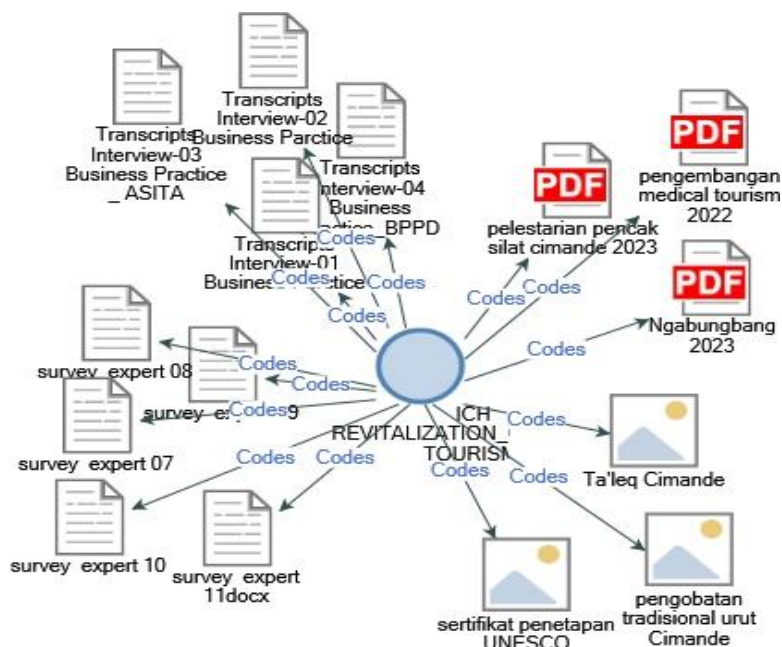


Figure 5. Project map of triangulation data (Source: NVivo software analysis, 2024)

IoT applications could include cultural Pencak Silat-themed films, virtual tours, innovative tourism platforms for managing visitor flows, and mobile applications offering guided tours and historical insights (Kiráľová & Pavličeka, 2015; Knezevic et al., 2024). Evidence from China's Wushu sector demonstrates the transformative potential of IoT in advancing cultural industries (Wang et al., 2023). Employing these technologies could bolster the sustainability of Cimande's ICH by integrating economic, cultural, and environmental dimensions.

Storytelling is an engaging method for bringing Cimande's history and culture to life, making it accessible and memorable for tourists. Key storytelling initiatives include (1) guided tours that narrate Cimande's history, legends, philosophy, and traditions, enriching visitors' understanding; (2) storytelling corners at tourist sites featuring audio or written narratives about the village's heritage; and (3) digital storytelling through videos, podcasts, and social media to reach wider audiences (Shakya & Vagnarelli, 2024; Sinaga et al., 2024). Cimande's Pencak Silat tradition, one of Indonesia's oldest and most renowned martial arts schools, is rich in aesthetic, philosophical, and spiritual significance. Designing immersive Pencak Silat learning programs for tourists could offer authentic cultural experiences, appealing to martial arts enthusiasts, cultural lovers, and general visitors seeking unique activities. Such programs could inspire Indonesian youth to connect with and appreciate their cultural heritage (Lajçi et al., 2022; Nagy & Segui, 2020).

Traditional culinary experiences offer a distinctive cultural dimension, enriching tourists' engagement with local heritage. Cimande's cooking classes could feature hands-on lessons on preparing conventional dishes like Nasi Liwet, Balapulang, Ali snacks, and Kembang Goyang. These sessions would share authentic recipes and cooking techniques and convey the philosophies and stories behind each dish. Such activities preserve traditional culinary knowledge while providing visitors memorable experiences (Lenzerini, 2011; Omar et al., 2020; Sutiadiningsih et al., 2023).

Cimande's traditional games reflect rich cultural values and social connections. Engaging tourists in these games offers educational and recreational opportunities, fostering deeper interactions between visitors and the local community (Hermawan & Hutagalung, 2023; Muliani & Krisnawati, 2022). Other cultural activities that could be developed include learning local crafts, agriculture, and traditional music, such as *Nayaga*, which accompanies Cimande Pencak Silat. Similarly, workshops on local crafts, such as kite-making and bamboo crafting, can enhance cultural appreciation while supporting local artisans. Products like miniature golok (a traditional Pencak Silat weapon) and bamboo crafts could serve as unique souvenirs, contributing to the village's creative economy (Bellver et al., 2023; Pham Hong et al., 2021). Locals could produce souvenirs such as miniature *golok*, a traditional weapon used in Pencak Silat, and bamboo crafts. Tourists interested in cultural experiences tend to support the local economy by purchasing culturally relevant products and services (Gao & Wu, 2017; Matteucci et al., 2022). Cimande artisans could also host or participate in craft exhibitions showcasing local craftsmanship, drawing tourist interest and supporting the creative economy.

Cimande Village is renowned for its traditional bone-setting practices using the Urut Cimande technique and Balur Cimande oil, which is prepared with natural ingredients. This altruistic healing tradition, which operates on voluntary contributions, presents unique opportunities for medical tourism development (Soeswoyo & Dewantara, 2022). To protect Balur Cimande from commercial misuse, introducing secure packaging and establishing a dedicated healing clinic could enhance the village's appeal. Expanding this heritage through e-commerce and herbal product development could further elevate its status as a niche tourism destination (Djunaid & Mikhael, 2022; Yoon, 2022).

Additionally, herbal products could be developed for sale or e-commerce. Developing comprehensive tourism packages that showcase Cimande's natural and cultural attractions would provide visitors with a holistic experience. Such packages could integrate high-quality cultural offerings with natural exploration, attracting larger audiences and amplifying the village's appeal on both national and international levels. By leveraging these resources effectively, Cimande can contribute to poverty alleviation, community resilience, and sustainable development, benefiting local livelihoods and preserving its cultural heritage for future generations (Fang et al., 2023; Liu & Xie, 2022), and support livelihood improvements and community resilience (Cuong et al., 2024).

CONCLUSION

This study concludes that the sustainability and enhancement of Cimande's Intangible Cultural Heritage (ICH) can be effectively achieved through a multidimensional approach encompassing three primary domains: innovative cultural tourism concepts, dynamic cultural tourism activities, and the development of tangible cultural products. These strategies are designed to integrate key elements of cultural, social, economic, and environmental sustainability, all of which are pivotal for fostering long-term, resilient tourism development.

This study provides a focused analysis of ICH revitalization through expert perspectives but is geographically constrained to a single cultural village in Indonesia. Hence, such a limited scope may not adequately reflect the diverse dynamics of ICH revitalization in broader contexts. Future research may integrate the perspectives of tourists and local communities to develop a more comprehensive understanding. Furthermore, extending the geographic scope to include comparative case studies at regional or national levels could enhance insights into the mechanisms and impacts of ICH

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