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Analysis of the Impact of Tourist Visits on the Culture of the Community Around the Batu Kuda Tourist Area, Bandung Regency

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Abstract

This research investigates the socio-cultural impacts of tourism in the Batu Kuda tourist area, Bandung Regency, focusing on how interactions between tourists and local residents influence cultural values. Batu Kuda, known for its natural beauty and tranquil atmosphere, has experienced a steady rise in tourist visits, leading to both economic benefits and cultural transformations within the local community. The study aims to analyze the positive and negative cultural impacts of tourism activities and to explore community responses to these changes. Additionally, it seeks to provide recommendations for tourism managers and village authorities to help maintain a balance between tourism development and cultural preservation. Employing a descriptive qualitative approach, data were collected through in-depth interviews with key informants, including tourism managers, MSME operators, village officials, and tourists, conducted directly at the site. Thematic analysis revealed that increased tourism has positively contributed to community income and entrepreneurial growth, particularly in the MSME sector. However, it has also led to shifts in social values, including decreased cultural awareness, adoption of external lifestyle trends, and rising environmental concerns. While some community members demonstrate awareness and adaptability, others remain unprepared for these

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shifts. The study concludes that promoting sustainable tourism requires a management strategy rooted in local wisdom, alongside educational initiatives for tourists, to safeguard cultural identity and ensure long-term environmental and cultural sustainability.

Keywords: Tourism Impact; Community Culture; Batu Kuda; Cultural Change; Sustainable Tourism

INTRODUCTION

Tourism in Indonesia has now become a key sector in the national economy. It not only contributes to increasing foreign exchange but also plays a significant role in creating jobs, reducing unemployment, and accelerating economic growth. Development in various regions (Ramdani, 2025). According to data from the Ministry of Tourism and Creative Economy (2023), this sector contributes around 4-5% to Indonesia's Gross Domestic Product (GDP). While the percentage may seem small, its impact on community welfare is significant, especially in areas with high tourism potential. At the regional level, the tourism sector is also a prime candidate for improving the economic well-being of local communities. Local governments are competing to develop their tourism potential. One province that is quite serious about this is West Java. When Ridwan Kamil was still governor, he had a grand vision of making West Java "The Number One Tourism Destination in Indonesia." As a demonstration of his commitment, the tourism budget continues to increase annually and is directed towards various aspects, ranging from infrastructure development, digital promotion, community training, to the development of a locally-based creative economy (Afriza et al., 2020).

Likewise, tourism in Bandung Regency has extraordinary natural tourism potential, ranging from mountains and waterfalls to expansive green tea plantations. One destination that has become increasingly popular in recent years is Batu Kuda, located in Cibiru Wetan Village, Cileunyi District, Bandung Regency. Geographically, the Batu Kuda tourist area is located on the eastern slopes of Mount Manglayang, at an altitude of approximately 1,150 meters above sea level. It is located at coordinates of approximately 6°51' South Latitude and 107°44' East Longitude. From the center of Bandung City, Batu Kuda is approximately 25–30 km, with the main access through the Ujungberung and Cibiru areas. This geographical condition gives Batu Kuda its characteristic cool climate, clean air, and dense

pine forest vegetation, making it suitable for activities such as hiking, camping, and simply enjoying the peaceful natural atmosphere. This topographical beauty is also a major selling point that attracts local and out-of-town tourists (Putrawan & Ardana, 2019).

Batu Kuda is known as a natural tourist destination perfect for healing, hiking, and hunting for Instagram worthy photos. The serene atmosphere, cool air, and pristine natural scenery are no wonder more and more tourists, especially young people, are attracted to this destination. Batu Kuda itself isn't a destination that has been developed for a long time. Formal. Its development tended to be organic, starting with word-of-mouth promotion, then going viral on social media platforms like Instagram and TikTok. Only then did the local government begin to recognize the site's immense potential and pay attention through policies and budget allocations. This raises an important question: Does tourism development in Batu Kuda truly have a positive impact on the local community? Or does it only benefit certain groups? The community around Batu Kuda plays a significant role in supporting and maintaining the sustainability of tourism in the area. They are active in creative economic activities such as selling specialties, traditional drinks, and local handicrafts. Some are even involved in maintaining the cleanliness of hiking trails and public facilities like parking areas. One of the highlights is the Sunday market, which regularly takes place along the road leading to the tourist area. Here, tourists can purchase a variety of local produce, traditional snacks, ornamental plants, and crafts. This market serves not only as a place for buying and selling but also as a place to strengthen social interaction between residents and visitors. The family atmosphere and friendliness of the residents are also attractions that set Batu Kuda apart from other, more commercialized tourist destinations. Many tourists feel welcomed like family, and some even return not only for the natural attractions, but also because they want to meet the locals they have met before.

But behind all these seemingly positive developments, there remain some things that need to be studied more deeply. For example, do local communities truly experience direct economic benefits? What about the social and environmental impacts? Does the increase in tourist visits bring consequences such as increased waste volume, ecosystem damage, or changes in local culture and lifestyles? These questions are crucial to answer, especially in the current era of regional autonomy, where local governments have significant authority in determining the direction of development. One way to do this is through budget allocation policies for the tourism sector (W. F. Oktaviani & Fatchiya,

2019). These policies typically involve the provision of public facilities, tourism promotion, human resource training, and improving road access to tourist sites. But is this budget allocation truly on target and directly impacting community welfare? Or is it merely a development formality without any real impact on the ground? As a tourism student, I feel it is crucial to directly and objectively examine the impact of tourism budget policies on the local community around Batu Kuda. This research was conducted using a simple and communicative approach to capture the aspirations, hopes, and even criticisms of residents and tourists honestly and openly, through open-ended questions, such as: why did they choose Batu Kuda as a recreational destination? What were their first impressions upon arrival? How did they interact with local residents? How much did they spend during their visit? Were the existing facilities adequate? And no less important: do they see that tourism in Batu Kuda makes a real contribution to the well-being of local residents?

Furthermore, it's also important to discuss the role of communities and tourism awareness groups in managing these destinations. Communities typically act as a liaison between the government and the community. If they function optimally, tourism development can be more targeted. However, if they are inactive, community aspirations may not be conveyed effectively (Karim et al., 2017). In a policy context, we can also highlight how the budget planning process is carried out. Are communities involved in development planning meetings To what extent are they involved in determining development priorities around tourist areas? These aspects are crucial for fostering a sense of ownership in development and ensuring the sustainability of implemented programs. Beyond social and economic aspects, environmental considerations must also be considered. The Batu Kuda area is located at the foot of Mount Manglayang, which has a sensitive forest ecosystem. If tourism management is not properly regulated, it can cause environmental damage such as soil erosion, loss of natural vegetation, and disruption of wildlife habitats. This requires a shared concern from the government, the community, and visitors. Educating tourists about the importance of environmental protection is also crucial. Equally important is accessibility. The road to Batu Kuda from Ujungberung, for example, is still largely damaged and narrow. This could hinder potential tourist visits. The purpose of this study was to analyze the impacts of tourism activities on the culture of the surrounding community, both positive and negative, and to describe how the community responds to changes in its socio-cultural environment. This research also aims to provide

input for tourism managers and village governments in maintaining a balance between tourism development and local cultural preservation.

METHODS

This research uses a descriptive qualitative approach aimed at gaining a deeper understanding of the social, economic, and environmental dynamics surrounding the Batu Kuda tourist area. This approach was chosen because it is considered the most appropriate for depicting real-world conditions and capturing nuances and experiences. The data were collected through several techniques, including direct observation of tourism activities and the lives of local residents, simple yet in-depth interviews with local residents, traders, and visitors, and secondary data collection through documentation studies from various sources such as articles, official government reports, and academic literature. The research location focused on the Batu Kuda tourist area in Cibiru Wetan, Cileunyi District, Bandung Regency, West Java. This area was chosen because it is currently experiencing significant development in the tourism sector and is a concrete example of the implementation of regional budget allocation policies.

This research was conducted over a month, from May 23 to June 26, 2025. The research data sources were obtained from a sample of several tourism management officers, local government officials, cultural experts, MSMEs, and also tourist visitors. This data was obtained through observation, interviews, and documentation. During the observations, the researchers directly observed the existing conditions by focusing on the research problem. Interviews were conducted in a relaxed manner, namely semi-structured interviews, using an open communication approach and unstructured questions so that respondents felt more comfortable and unburdened in expressing their opinions. This is expected to produce more honest, reflective answers that reflect the personal experiences and perceptions of each respondent, and are accompanied by several documentation.

The data collected through these various techniques will then be analyzed systematically and in stages using Miles and Huberman's B theory. The analysis process is carried out by grouping the findings based on previously formulated main themes, namely the influence of budget allocation policies on social, economic, and environmental aspects. The results of this analysis are expected to provide a complete and comprehensive picture

of the actual impact of government policies on the tourism sector, particularly for the communities living directly adjacent to the Batu Kuda tourist destination.

RESULTS

Overview of Batu Kuda Tourism, Cibiru Wetan Area, Bandung Regency

The Batu Kuda tourist attraction is located in the Cibiru Wetan area, Cileunyi District, Bandung Regency, West Java, geographically located on the slopes of Mount Manglayang. My journey began from the Ujungberung area of Bandung, using a motorcycle. Initially, the route was relatively smooth, with paved and fairly wide roads. The atmosphere throughout the journey was still comfortable, surrounded by villages and shady trees. However, as we entered the rural area approaching the tourist area, the road began to show signs of deterioration. The road became narrower, with a surface littered with small to large potholes, and puddles of rainwater often found due to poor drainage. I felt a little apprehensive because I had to be extra careful, especially when avoiding deep puddles and navigating the slippery dirt road. Many other drivers appeared to have difficulty navigating the road, especially those using four-wheeled vehicles, as shown in the following image:



Figure 1. Road Access to Tourist Attractions

From Figure 1 above, it can be seen that access to Batu Kuda is arguably not yet fully accessible by public transportation, especially during the rainy season. In fact, in several reviews on social media, many tourists have complained about the same thing: the

road conditions are unsuitable and make it difficult for visitors to reach the location comfortably. This situation certainly poses a major challenge for the tourism authorities.

The management and local government are eager to make Batu Kuda a prime destination. However, for young people and adventure enthusiasts, the difficult terrain actually adds to the challenge and excitement. Many feel that the struggle to navigate the rough roads is rewarded when they reach a location filled with natural beauty and cool air. This natural "offroad" sensation is actually considered part of the travel experience itself.



Figure 2. Front view of the tourist attraction

As seen in Figure 2 above, upon arriving at the location, visitors will immediately see various stalls selling goods and welcoming visitors. Once they arrive, they will be directed to a toll booth located on the main road before entering the area.

The main tourist attraction. This is where visitors are required to pay an entrance fee. Uniquely, the payment system at Batu Kuda is still very simple, manual, and not yet integrated with a digital system. Visitors simply hand over cash to the officer on duty at the post, and are then allowed to enter without being given a physical ticket or pass as proof of payment. The fee is also very pocket-friendly, at around IDR 10,000 per person, which includes access to the pine forest and camping ground. There is also an additional fee for vehicle parking. The entrance fee is IDR 5,000 for motorcycles and IDR 10,000 for cars. This fee is paid directly at the parking booth, which is separate from the main entrance ticket booth. The facilities inside are comprehensive, including games, nature tours, forests, rivers, rest areas, and more, so it's no surprise that many people stay overnight.

In the development of Batu Kuda tourism, there is a basic concept that is often used as a reference: the 4A's. This concept consists of Attraction, Accessibility, Amenities, and Ancillary Services. These four elements must support each other for a destination to develop optimally and sustainably. At Batu Kuda Tourism itself, all of these elements are already beginning to be evident, although there are still several points that could be addressed for future improvements.

1. Attraction (Tourist Attraction)

   Batu Kuda's main attraction, of course, lies in its pristine and cool natural beauty. Its location on the slopes of Mount Manglayang offers the sensation of traveling amidst towering pine forests. The large rock, resembling a horse's back, is its main icon and a unique attraction not found anywhere else. Furthermore, this area is also suitable for various activities such as camping, photography, light trekking, and simply relaxing and enjoying the mountain air. Another strong attraction is the natural atmosphere and tranquility it offers. Many visitors come to Batu Kuda for a "healing" escape from the city routine. The perfect for Instagram natural scenery, star-studded night skies, and direct interaction with nature make this place a unique selling point for tourists, especially the younger generation.

2. Accessibility

   As I mentioned before, access to Batu Kuda remains a major challenge. The route from Ujungberung to the site is initially good and smooth, but as you enter the rural area near the tourist attraction, it becomes quite deplorable. The road is narrow, full of potholes, and often flooded during the rain, making the journey uncomfortable. This makes Batu Kuda less welcoming for families, the elderly, or those using four-wheeled vehicles. Access Public transportation is also inadequate, so it is only suitable for those who use private vehicles, especially motorbikes.

3. Amenities (Supporting Facilities)

   For a natural tourist attraction, Batu Kuda already has quite adequate basic facilities. There's a spacious camping ground, a prayer room (*musholla*), public restrooms, and several food stalls selling typical mountain food and drinks. There are even man-made photo spots, which, while simple, are quite appealing for

tourists looking to capture the moment. However, it's important to acknowledge that all of these facilities could still be improved again.

4. Ancillary Services (Supporting Services)

In terms of support services, Batu Kuda has actually begun to move in a positive direction, albeit at a rudimentary stage. The presence of tent and camping equipment rental providers demonstrates that local residents are beginning to participate in the tourism economy. Furthermore, the presence of souvenir vendors selling items like cassava chips, ornamental plants, and fresh garden produce adds a unique twist to the tourist experience.

Observation and Interview Results at Batu Kuda Tourism

In-depth research observations began to be carried out at 23 May 2025 by first preparing several questions to be asked of the sources who were willing to be informants in the preparation of this paper. These questions had been compiled the previous day and grouped according to the type of source, namely tourists and traders, with different questions according to the needs of each. However, all questions remain within the same context, namely the impact or influence of Batu Kuda tourism on the lives of the surrounding community and environmental conditions. In this interview, I focused on three main indicators: the social, economic, and environmental impacts of tourism activities taking place in the Batu Kuda area. These three aspects were chosen because they were considered most relevant in describing the extent to which tourism in Batu Kuda influences the lives of local communities and the dynamics occurring in the environment surrounding the tourist area. List of Questions Based on Grouping of Sources:

Table 1. Primary and Secondary Sources

Respondent	Identity	Questions
Tourism Manager (2 persons)	Tourism Manager	1. What is your opinion regarding the current facilities? Are they adequate or need improvement?2. On which days is the visitor traffic usually the highest?3. Do you observe any cultural changes or impacts on the local community due to the increasing number of tourists and current developments?
UMKM Actor (2 persons)	Mrs. Entien Spartini, ice seller, 46 years old, from Ciponeng 1	1. As a coordinator, do you think the workload here is heavy or still manageable?2. How is the waste management system implemented here?3. Are there any obstacles in the waste management process?

Respondent	Identity	Questions
Village Official (1 person)	Village Official	1. What is your opinion about the tourism development in this area?2. What is the impact of tourist visits on the local culture?3. What changes have occurred around the tourism site, including among the community and its culture?
Tourists (5 persons)	General	1. What attracts tourists to visit Batu Kuda?
Tourist: Mrs. Tia	30 years old, housewife, from Wonosobo, Central Java	1. What kind of social and cultural atmosphere do you feel while visiting Batu Kuda?2. Do you feel comfortable during your visit?
Tourist: Alifah	21 years old, student at UIN Sunan Gunung Djati Bandung, from Cinunuk	1. Did you interact with or buy from local vendors or residents?2. What is your impression of those interactions?
Tourist: Hanhan	29 years old, from Pasanggrahan, Ujung Berung, Bandung	1. What is the average amount of money you spend when visiting Batu Kuda?
Tourist: Castio	21 years old, from Cipadung, Bandung	1. Do you think the prices at the tourist site are still affordable?2. What makes this tourist destination different from others?

From Table 1 above, it can be seen that the interview research data sources are divided into two, namely primary and secondary sources. This division is due to considering the function of the objectives and influence on this research. The results above, one of the informants in this observation is Mrs. Tia (30 years old), a housewife from Wonosobo, Central Java. She visited Batu Kuda with her family with the aim of meeting her parents who live in the Kandang Larang area, as well as using the holiday time for recreation. According to her, Batu Kuda tourism is a suitable location for gathering with family because it has a cool, shady atmosphere, and is far from the noise of the city. The main attraction of this place, according to Mrs. Tia, is the presence of pine trees and open nature trails that her husband really likes for trail running activities. In her statement, the entrance ticket price to the tourist area is still relatively affordable. However, the price of snacks is considered slightly higher than outside the tourist area, although it is still acceptable considering the context of the place. Regarding public facilities, Mrs. Tia stated that the cleanliness of the area is quite good, with the presence of cleaning staff and clean toilets, although their size is small and can cause queues when visitors overflow. Among the criticisms raised were the lack of supporting facilities, such as a children's outbound area and a gazebo or shelter. He believes that adding these facilities is crucial. Visitors,

especially families with children, feel more comfortable during their visit. Therefore, he hopes that facilities will be developed to make Batu Kuda more family-friendly and accessible to all ages.

Another source interviewed at the Batu Kuda tourist area was Alifah, a 21-year-old student from Cinunuk who is currently studying at UIN Sunan Gunung Djati Bandung. Alifah said she frequently visits Batu Kuda, both to refresh herself from her studies and for campus assignments and field observations. She found the atmosphere at Batu Kuda to be very supportive of students' needs for a quiet, cool, and affordable place. The results indicated that the comfort offered by Batu Kuda is quite adequate, especially considering the very low entrance fee.

“I really like the atmosphere here. It's cool, calm, and not too crowded. It's too crowded on weekdays. It's perfect for relieving stress." he said.

Alifah only spends around five to ten thousand rupiah per visit, which includes entrance fees and light snacks like fried food or hot coffee. She added that visitors can relax all day without feeling rushed. by the management. However, Alifah did not turn a blind eye to the shortcomings at Batu Kuda. One of the things she highlighted was the issue of cleanliness. She believes that many visitors are still unaware of the importance of protecting the environment, as evidenced by the large amount of trash scattered under trees or around photo spots. She also revealed that the limited number of trash bins makes visitors reluctant to dispose of trash properly. Furthermore, Alifah also highlighted the limited public bathroom facilities, which she said are still minimal and not always clean. During peak periods, queues can be very long and the bathroom conditions tend to be uncomfortable. Overall, Alifah still recommends Batu Kuda as an affordable tourist destination suitable for students and the general public. She hopes that in the future Management can increase attention to cleanliness, the number of public facilities such as toilets, and improve road access to enhance visitor comfort. The following is an overview of the interview:

"With a very affordable entry fee, I can enjoy relaxed atmosphere all day at Batu Kuda, but I hope the management pay more attention to cleanliness and public facilities such as toilets, because there is still a lot of rubbish scattered around and the bathroom is often dirty Inadequate, especially when there are lots of visitors," said Alifah.



Figure 3. Interviews with several data sources

Figure 3 above shows several tourists and MSME vendors in the tourist area. The interviewees were gathered in one location, including the tourism manager and a village official. In the interview, Mrs. Entien Spartini, a 46-year-old ice vendor from Ciponeng 1, has been selling ice cream in the Batu Kuda tourist area since 2013 or 2014. With more than a decade of experience selling ice cream in the area, Mrs. Entien has a fairly in-depth view of the business conditions and the Batu Kuda tourist environment, especially from the perspective of local MSMEs. Mrs. Entien revealed that since the beginning of this year, her income has decreased significantly. She explained that during the New Year holiday, the majority of visitors tend to choose to travel to the Puncak area, which causes the number of tourists in Batu Kuda to decrease. As a result, food stalls tend to be busier because they target tourists' basic needs, while ice cream vendors like herself experience a decrease in customers. Despite this, Mrs. Entien expressed gratitude for the existing fortune. Regarding managing the sales area, Mrs. Entien admitted that she did not experience many obstacles. He felt that the existing management was adequate and didn't burden traders. However, when asked further about matters such as taxes and MSME support, he stated that these provisions differed for each trader, so he didn't fully understand the system as a whole.

"As an ice seller who has been selling for more than a decade in Batu Kuda tourist area, Mrs. Entien Spartini felt the impact decrease in income since the beginning of the year due to a shift in interest tourists to other areas such as Puncak, which causes sellers drinks like his are deserted by buyers, while food stalls remain many; despite this, he is still grateful for the sustenance he has and assessed that the management of the trading area

was quite good, even though there is still uncertainty regarding the tax system and support for there are different types of MSMEs among traders," he said.

One issue highlighted by Ms. Entien was security, particularly at night. She revealed that residents and vendors often worry about the potential loss of their vehicles due to the lack of gates or special security at night. This poses a particular concern for the local community, especially since Batu Kuda is quite exposed and has minimal lighting in some areas. The interview revealed that in addition to visitor comfort, attention to local businesses and environmental safety are also crucial aspects of sustainable tourism destination management. The Batu Kuda tourist area in Bandung Regency has become a popular natural destination for both local and international tourists due to its pristine natural beauty and tranquil atmosphere. With the increase in tourist visits, local communities are experiencing changes in their daily lifestyles, particularly in cultural aspects, social values, and economic activities. Culturally, the presence of tourists brings new dynamics. Interactions between local residents and visitors create an exchange of values, including lifestyle, language, and social interactions. This can enrich local cultural heritage but also raise concerns about the erosion of traditional values if not balanced with the preservation of indigenous cultures. From a socio-economic perspective, tourism activities have a positive impact on increasing community income, especially for MSMEs and tourism operators. However, the increasing number of tourist visits also requires local communities to adapt, such as maintaining cleanliness, providing friendly service, and understanding the diverse behavior of visitors.

"We see that the arrival of tourists does bring economic benefits, but on the other hand, society must be more aware maintain local culture, so that original values are not lost only. Because it follows the tastes of tourists," said one of the managers tour

"Thank God, with the presence of tourists, I can continue selling. But sometimes I feel sad too, there are not enough visitors appreciate cleanliness and customs here, such as throwing away garbage carelessly or speaking impolitely," said the MSME actor, Mr. Marni

"The impact of tourists is quite noticeable, especially in changing the way citizens look at culture. We try to take care balance between receiving tourists and maintaining cultural identity of the community. And also the environment becomes something that. It needs to be maintained with the presence of many tourists, especially on holidays." Said one of the village officials whose house is near the tourist area.

DISCUSSION

Tourism is a sector that plays a strategic role in driving economic growth, particularly in rural areas with unique natural and cultural potential. However, beyond its economic contribution, tourist visits also have consequences for the social and cultural fabric of local communities (Mokoginta et al., 2020). This is important to study because it can reveal how interactions between tourists and local communities not only shape economic dynamics but also influence cultural values, social interaction patterns, and even lifestyles. This research is relevant in maintaining a balance between tourism sector development and preserving the cultural identity of the surrounding community. For example, the Batu Kuda tourist area in Bandung Regency is a popular natural destination, especially for local tourists seeking to enjoy the mountain scenery and pine forests. As the number of visits increases, the community around this area is experiencing changes, not only in economic aspects, but also socially and culturally. The impact of tourist visits on local culture is important to examine so that tourism development does not sacrifice local identity.

Interviews with several sources, including tourism managers, MSMEs, and village officials, indicate that the local community is quite open to tourism activities. Tourism managers stated that the presence of tourists has a positive impact on the local economy. This positive impact appears to be creating daily work opportunities, improving the local economy, and learning about culture and other things from tourists from outside the region, including from abroad. This aligns with research conducted by (Dinata et al., 2024), which shows that tourism can have a positive impact on local communities, primarily through increased income, job creation, and community-based economic empowerment. However, in addition to these positive aspects, it also requires the community to adapt in terms of behavior and lifestyle. For example, in terms of service and cleanliness, the community is required to be more disciplined and responsive to the presence of outsiders. Therefore, it is not surprising that successful tourism is one that demonstrates unity in its management and maintenance.

According to MSMEs, such as Ms. Entien Spartini, interactions with tourists have changed the social dynamics around tourist attractions. She feels that despite the economic benefits, people are beginning to adapt their lifestyles to suit the tastes of visitors. This reflects (Das & Mukherjee, 2020) opinion that tourism can this leads to a process of

"acculturation," where local communities gradually adopt the lifestyles and cultural values of tourists. Furthermore, interviews with tourists like Alifah revealed ongoing environmental concerns. She highlighted the lack of proper waste disposal facilities and public toilets, which often lead visitors to litter and create an unsanitary environment. This situation also impacts local perceptions of tourist behavior, which are sometimes perceived as disrespectful of the environment and local culture. Therefore, it's no surprise that proper management and stewardship, including providing information to tourists, play a crucial role in ensuring a comfortable, refreshing, and enjoyable experience (Pahrany et al., 2024).

Furthermore, village officials also stated that community culture has undergone significant changes, particularly in social interactions. Traditions of mutual cooperation and local hospitality are still maintained, but are now beginning to blend with the modern lifestyle brought by tourists. According to research by (Herra & Yuliyanto Nugroho, 2024) and (Mujtahid et al., 2023), in the Southeast Asian context, tourism has the potential to alter social structures and cultural values if not managed with principles of sustainability.

On the other hand, tourist visits provide opportunities for local communities to learn more about the outside world and broaden their horizons. Many residents learn about service procedures, cleanliness, and even small business management from interactions with tourists. This demonstrates the transfer of social knowledge, which can be positive if properly directed. However, if not accompanied by cultural preservation efforts, communities can lose their local characteristics. This is consistent with research (Thomas et al., 2018) states that interactions between tourists and local communities can be a medium for transferring knowledge and skills, especially in the areas of service, cleanliness, and small business management, which indirectly increases the community's capacity to carry out tourism-based economic activities. Likewise, research (A. B. Oktaviani & Yuliani, 2023) in his research revealed that although tourism provides opportunities for local communities to gain global insight, this must be balanced with the preservation of local culture to prevent erosion of cultural identity that can threaten the long-term sustainability of the community. The phenomenon of cultural change caused by tourism has also been studied by (Kastenholz et al., 2018), who explains that the "host-guest relationship" between local communities and tourists is complex and can give rise to value conflicts. In Batu Kuda, although the community still adheres to traditions, the presence of large numbers of tourists without cultural education can accelerate the process of westernization or the gradual erosion of local culture.

Village governments and tourism managers have a strategic role in minimizing these negative impacts. Tourist education on the importance of maintaining cleanliness and respecting local culture needs to be improved, for example through information boards, educational staff, or local community involvement in tourism activities. This approach aligns with the concept of Community-Based Tourism (CBT), which emphasizes active community participation in preserving local wisdom (Zielinski et al., 2021). Community involvement in preserving local culture can also be strengthened through cultural activities such as art performances, traditional culinary experiences, or locally-based environmental education. In this way, tourism becomes not merely an economic activity but also a means of cultural preservation. These efforts need to be structured so that communities maintain a sense of ownership and do not become passive participants in the tourism process.

Overall, this research shows that the impact of tourist visits on the culture of the Batu Kuda community is two-sided. On the one hand, they provide economic and social benefits, but on the other hand, they pose significant challenges in maintaining local values. Therefore, collaboration between the government, managers, MSMEs, and the local community is crucial in creating a sustainable tourism model that not only generating profits, but also protecting existing cultural identity. The implications of this research indicate that tourism development cannot be separated from social and cultural responsibility towards local communities. The findings indicate the need for tourism management that is not only oriented towards economic profit, but also pays attention to the preservation of cultural values and environmental balance. Therefore, tourism managers, together with the village government, need to develop a tourism strategy based on community participation and local wisdom, such as through visitor education, improving public facilities, and involving the community in maintaining cultural identity. This is crucial for tourism in Batu Kuda to grow sustainably and provide comprehensive benefits without eroding the cultural character of the local community.

CONCLUSION

Based on my observations and direct interviews in the Batu Kuda tourist area, I can conclude that the local government's budget allocation policy for the tourism sector has begun to have an impact on the surrounding community, although much remains to be done. The most visible impact is the increase in economic activity among residents,

particularly in informal sectors such as food stalls, ice cream vendors, souvenir shops, and camping equipment rentals. However, residents' incomes still fluctuate depending on the visiting season, and not all businesses have received concrete support such as training or access to capital. Socially, interactions between residents and tourists are quite positive. The family atmosphere and friendliness of the community are added values that distinguish Batu Kuda from other tourist destinations. The presence of a Sunday market along the road to the location also strengthens social ties and provides an economic space for residents. However, unfortunately, community involvement in the decision-making process for tourism development is limited is still minimal. Many policies are made "from above" without direct community involvement. From a cultural perspective, the presence of tourists brings new dynamics. Interactions between local residents and visitors create an exchange of values, including lifestyle, language, and social interactions. This can enrich local cultural heritage but can also raise concerns about the erosion of traditional values if not balanced with the preservation of indigenous cultures. Therefore, the public is generally aware of these changes, but not all parties are ready to face them in an adaptive and planned manner. A conscious community will always strive to face these challenges effectively, embracing the positive aspects and minimizing the negative aspects by encouraging people to maintain cleanliness, uphold local cultural traditions, and so on.

This research makes an important contribution to understanding the socio-cultural dynamics resulting from tourism activities in the Batu Kuda natural tourism area. Theoretically, this research enriches the literature on the socio-cultural impacts of tourism in rural areas, particularly on communities economically dependent on the tourism sector. This research also shows that tourism not only has an economic impact but also brings changes in social interaction patterns, lifestyles, and cultural awareness of local communities. Practically, the results of this study can serve as a reference for village governments, tourism managers, and MSMEs in formulating more sustainable tourism management strategies based on local wisdom. With a more comprehensive understanding of the impacts of tourist visits, relevant parties can design educational and regulatory policies that can maintain a balance between tourism sector development and local cultural preservation.

Recommendations for further research 1) Further research is recommended to focus on tourism management strategies that integrate local cultural values, so that tourism development does not erode the identity of the local community. This is important to

create a socially and culturally sustainable tourism model. 2) Comparative study of the socio-cultural impacts between natural and artificial tourism areas in Bandung Regency. Further research can also be conducted by comparing the socio-cultural impacts that arise in natural tourism areas such as Batu Kuda with other artificial tourism areas, to see the differences in the characteristics of the influence on the community and find patterns specific adaptation patterns.

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