

Night Tourism Development Based on Local Wisdom: A Theoretical Perspective

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Abstract

In the global competition to enhance tourism sectors, night tourism has emerged as an innovative strategy and a vital component of urban development. Integrating local wisdom into night tourism offers a harmonious relationship with local communities while providing tourists with unique and culturally rich experiences. This study employs an integrative literature review to identify the critical elements that underpin night tourism development through a local wisdom approach. The theoretical analysis reveals that incorporating local wisdom into night tourism significantly influences four key dimensions: (1) night economy potential; (2) local community and tourist social engagement; (3) environmental sustainability; and (4) night atmosphere. These findings provide a foundational perspective for planning, implementing, and evaluating sustainable night tourism initiatives rooted in cultural authenticity.

1. INTRODUCTION

Tourism is the most significant economic source in several countries. The benefits that can improve the local communities' quality of life make cities in the world competed to strengthening and developing their tourism sector (Bălan & Burghilea, 2015; Ginting & Wahid, 2015; Ngesan & Karim, 2012). Various activities offered in tourism, but night tourism is emerging as a new trend formed by the habits of tourists. Tourists have a habit of maximizing their time while visiting a destination and spend the night time to find a different experience (Veronica et al., 2019; Wolifson & Drozdowski, 2017). The new tourism trend means a unique opportunity that can improve as an innovative strategy for increasing the benefits and maintaining a region's tourism in this intense competition (Rodrigues et al., 2015; Zaki & Ngesan, 2012).

Tourism is a manifestation of the integration between humans, the environment, and the physical of the culture. The interaction creates a pattern that becomes the character of the local community. Developing any kind of tourism cannot be separated from the complexity of the local wisdom from an area. It also applies to night tourism, development based on the local wisdom is necessary to attract more tourists (Meliono, 2011; Vitasurya, 2016). The development of night tourism based on local wisdom, will make harmony with the local community.

Previous researchers have conducted research related to night tourism. Generally, the research focus is about the night light in shaping the atmosphere of the nighttime landscape of the region

(Baker, 2015); the economic potential of night tourism (Wolifson & Drozdowski, 2017); people's behavior in enjoying night tours (Ngesan & Karim, 2012); and so on. Unfortunately, there were only a few previous studies have examined the night tourism based on local wisdom. It is becoming the reason why this study is vital to do.

This study is needed as the basis of future research, planning, and evaluating of the night tourism development based on local wisdom in an area. This paper concentrates on finding essential elements in the development of night tourism with a local wisdom approach. This study aims to find the critical aspects of night tourism development with local wisdom approach as based on theoretical research. This study is need as the basic of future research, planning, and evaluating night tourism based on local wisdom in an area.

2. METHOD

This study employs a literature review approach to explore the foundational elements of night tourism development rooted in local wisdom. As an essential stage of research, the analysis focuses on synthesizing existing academic works to construct a theoretical framework. Data were collected from recent scientific publications, primarily those published within the last decade (2010–2020), to ensure relevance and accuracy. The study emphasizes two core themes: night tourism and local wisdom-based tourism development.

An integrative literature review was selected as the analytical method to systematically examine, compare, and consolidate findings from diverse sources (Torraco, 2016). This method facilitates the

identification of critical concepts and indicators while fostering new theoretical insights for future empirical research. Specifically, the study emphasizes four key dimensions of night tourism: economic, social, environmental, and night atmosphere. These dimensions are analyzed to provide a comprehensive understanding of the multifaceted impacts of night tourism. The exploration of local wisdom focuses on two principal aspects: local beliefs and cultural behaviors. These elements are pivotal in aligning tourism development with traditional values and community practices. The overarching goal of this study is to establish a conceptual foundation that informs the planning, implementation, and evaluation of night tourism initiatives rooted in local cultural wisdom.

3. NIGHT TOURISM DEVELOPMENT BASED ON LOCAL WISDOM

The night tourism development has a strong bond with local wisdom. Based on the interpretation of the previous literature review, the theory will be analyzed to find the correlation between night tourism and local wisdom. Literature research into night tourism development based on the local wisdom shows four main elements of the night tourism, namely (1) Night Economy Potential; (2) Local Community and Tourist Social Engagement; (3) Environment Sustainability; and (4) Night Atmosphere.

Nature attraction is not the only of the tourism assets in a region, but local wisdom is another asset that is very potential in tourism development. The culture, which is part of local wisdom, becomes a manifestation in various forms, including local knowledge, belief systems, cultural rituals, and the arts. Tourism activities based on local wisdom will provide a distinctive nuance natural in each community (Jupir, 2013). Local wisdom is a powerful force that can maintain the balance of nature, where humans can manage natural resources and the environment more wisely. It is reasonable if every development in an area must consider the existing local knowledge (Farhan & Anwar, 2016). There are two aspects of the local wisdom that is the cultural behavior and the local belief (Jupir, 2013; Meliono, 2011; Prakash et al., 2009; Vitasurya, 2016) become the part to describe the sub aspect of the night tourism development based on local wisdom.

3.1 NIGHT ECONOMY POTENTIAL

Night tourism comes from people's habits who like to have some entertainment activities at night. The economy from that activity increased income for local people, diversity of economic activities, opening up employment opportunities, and becoming a means of alleviating poverty. Tourist destinations become opportunities to present various tourist activities which can revive the economy to drives regional growth (Olivieri, 2014; Wolifson & Drozdowski, 2017; Zaki & Ngesan, 2012). Tourism activities affects the long-term profit and increase in a country's standard of living. In obtaining maximum financial benefits, tourism needs to be accompanied by reliable resources, goal management, and improvement of tourism infrastructure (Knežević Cvelbar et al., 2016).

However, night economic activities often have a negative image. Some of the night activities are not in line with local communities (Ngesan & Karim, 2012). To develop the night activity must adjust to the existing local cultural values. Managing the economic opportunity from the night tourism with based on local wisdom can protect the region and make it more acceptable for the community (Farhan & Anwar, 2016; Roberts & Eldridge, 2007).

Adding the local culture in tourism products can increase its value, where everything related to local culture is more attractive to tourists. Tourism can present the ethnic ceremony, dance, music, and

handicrafts and local food as part of local wisdom development. The festivals and events held can also be branding for the region and promoting the region's tourism to the world (Lane & Kastenholz, 2015; Markwick, 2018; Mercer & Mayfield, 2015; Wolifson & Drozdowski, 2017). the night tourism development which based on local wisdom provides an economic aspect that can protect the community, give a uniqueness, and improve the local income (Table 1).

Table 1. Economic Aspects of Night Tourism Development with the Local Wisdom Approach

Economic Aspects	Local wisdom element	Theory Perspective Analysis
Business opportunities	The cultural behavior	Availability of new employment opportunities
		Development of local culture as a night tourism business opportunity
Community involvement	The local belief	Communities are involved in the night tourism economy through local industries
		Restrictions on economic activities based on the value of local life
Unique product	The cultural behavior	Local products offered on night tours
Events	The cultural behavior	Local cultural ceremony as attractions
		Night tour events as a regional promotion event
		Involvement of local communities in events held
Economic growth	-	Economic benefits felt by the local community
		Economic benefits obtained by the government through the development of night tours

Source: Author (2024)

3.2 LOCAL COMMUNITY AND TOURIST SOCIAL ENGAGEMENT

The presence of tourism activities in an area can form new social patterns for local communities. Tourism will shape the perception of local people to be more open and accept new things (Yeo & Heng, 2014). Social elements, such as local culture, friendliness of the population, and the atmosphere created, became a force in developing tourism. New experiences from the local culture that belongs to a community are extraordinary things that tourists look for when visiting an area. Tourist destinations that have a typical night tour will attract tourists and increase their desire to return (Jupir, 2013; Lane & Kastenholz, 2015; Markwick, 2018).

The unique habit of new tourists is to take a night trip on a tourist spot visited. Tonight activities are generally carried out with the aim of shopping, looking for food, or just looking for a walk (Lee et al., 2008). The existence of night tours can be a means of fostering the social sustainability of local communities. Accessibility that allows accommodating a broader population, tolerance of norms of life, diversity of people who come, business, and aesthetic design and

community participation has a positive impact on the social community (Yeo & Heng, 2014).

Some of the tourist habits when enjoying night time is not suitable for the tradition that has grown in the local community. Night tourism development must consider not only the tourist needs but also the culture of the local community to provide comfort (Eldridge & Roberts, 2008; Nofre et al., 2018). The application of local wisdom will be social protection for the community in protecting the area from the negative impacts of tourism (Vitasurya, 2016). Local social and culture will become the identity and protection of the area in its development as night tourism (Table 2).

Table 2. Social Aspects of Night Tourism Development with the Local Wisdom Approach

Social Aspects	Local wisdom element	Theory Perspective Analysis
Social protection	The local belief	Communities protect night social tourism with the value of local life
Local culture	The cultural behavior	Influence of night visitor activities or tourist habits on local culture
		Involvement of local culture in the development of night tourism
New experience	The cultural behavior	New experiences that can be felt by tourists
		Unique activities offered by night tours to visitors
Tourist activities	-	Types of visitor activities on night tours
		When tourists start their night tour

Source: Author (2024)

3.3 ENVIRONMENT SUSTAINABILITY

Night tourism is part of an effort to increase land use in an area. Night tourism potential in urban planning will optimize the function of land that is not only limited to daylight but continues until the night (Zaki & Ngesan, 2012). The darkness from the night makes lighting and security as the highly necessary support on the night tourism development (Evans, 2012; Mercer & Mayfield, 2015). The design of night tourism lighting that processes the aesthetics of local culture elements forming will provide beauty to the region. For example, tourism in India uses fire lighting that is juxtaposed with starlight. It's become part of local culture that uses as night tourism lighting that can provide experience for tourists (Baker, 2015).

The application of local wisdom to the development of a tourism environment means doing development that does not damage nature. Its function is to use the natural resource without destroying the environment and provide sustainability (Vitasurya, 2016). Environmental development policy with the application of local wisdom-based tourism is a development effort by highlighting the culture and values of life found in a community (Jupir, 2013).

The experience from the physical and social in night tourism that tourists had will form the image of the city (Huang & Wang, 2018). That is why cities must have a plan to develop the night tourism potential to get the maximum benefit. Planned night tourism development will be able to overcome the adverse effects of tourism on the environment. Night Tourism plans based on the life values of

local people will overcome this negative impact of those activities (Nofre et al., 2018; Wolifson & Drozdowski, 2017). Increasing the environmental aspect based on local wisdom in the night tourism development provide the character and higher value for the city (Table 3).

Table 3. Environmental Aspects of Night Tourism Development with the Local Wisdom Approach

Environment al Aspects	Local wisdom element	Theory Perspective Analysis
Land-use	The local belief	Land-use change in the night tourism area
		Land values are increasing as a result of night tourism
		The utilization of regional operational time
Lighting	The cultural behavior	Lighting conditions found on night tourism
		The atmosphere offered through artificial lighting
		Application of local cultural aesthetics in planning night tourism lighting
Security	The local belief	Security provided with sufficient light at night
		Night tour security protection carried out with the value of local life
Image	The cultural behavior	Image of the area found on a night tour environment
		The cultural implementation that stands out in shaping the image of the night tourism area
Planning	The local belief	Night tour location planning
		Application of the value of local life in night tour planning

Source: Author (2024)

3.4 NIGHT ATMOSPHERE

New experiences from local cultures that serve in night tourism are the main reason for tourists to do night tours. The destinations that have a typical night tour will attract tourists, increase their desire to return and stimulate their willingness to spend their money (Aytuğ & Mikaeili, 2017; Chang et al., 2007; Hsieh & Chang, 2006). Both day and night tourism have different kinds of presentations that attract tourists to experience all. The night is the best time for tourists to enjoy leisure activities, entertain themselves, and have fun. Night tourism has a typical atmosphere that makes its brand (Bromley et al., 2000; Huang & Wang, 2018).

Various attractions and innovations are the essential keys to developing night tourism. Developing the night atmosphere not only to improve tourism but by applying locality in the nightscape also can increase the city's value (Baker, 2015; Hsieh & Chang, 2006). Night tourism has become a new product that is formed to upgrade the value

of tourist destinations. Tourism stakeholders, local communities, and academics are the parties involved in their development (Rodrigues et al., 2015).

There are four main factors of night atmosphere in the night tourism development, namely (1) environment, and weather that support night activities; (2) diversity of the night tourism attractions; (3) the richness of culture and night atmosphere; and (4) the presence of exciting shopping destination at night (Guo et al., 2011). The conclusion of the relationship between the life and local culture of the community in creating a typical night tourism atmosphere can be seen in table 4.

Table 4. Night Atmosphere Aspects of Night Tourism Development with the Local Wisdom Approach

Night Atmosphere Aspects	Local wisdom element	Theory Perspective Analysis
Innovation	The cultural behavior	Innovation is done to create a night atmosphere
Typical nightscape	The cultural behavior	A distinctive night atmosphere that is different from the daytime
		Local culture formed as a picture of a typical atmosphere
Attractions	The cultural behavior	The types of cultural tourist attractions that exist
		Tourist presence intensity in the night tourism area
Brand	-	Branding that is attached to the night tourism area

Source: Author (2024)

4. CONCLUSION

This study demonstrates that incorporating local wisdom into night tourism development enhances the value, protection, and identity of destinations. By embedding local cultural elements, night tourism initiatives can deliver unique and memorable experiences that boost economic benefits for the community. Strengthening and integrating local culture fosters harmony between tourists and the host community, ensuring socially sustainable tourism. Planning night tourism with a foundation in local wisdom also contributes to improved security, optimized land use, and enhanced destination branding. The night atmosphere, characterized by innovation, uniqueness, and attractions rooted in local culture, provides a competitive edge and strengthens the appeal of night tourism.

The findings of this literature review offer practical elements and parameters that stakeholders can use to guide the evaluation and development of night tourism initiatives. These insights are vital for ensuring that tourism growth aligns with local values and traditions. Future empirical research is encouraged to validate and expand upon these theoretical insights, laying the groundwork for more effective and sustainable night tourism development strategies grounded in local wisdom.

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