

ORIGINAL

Tourism Based on Ancient Manuscripts: Opportunities, Challenges and Development Strategies in Indonesia

Turismo basado en manuscritos antiguos: Oportunidades, retos y estrategias de desarrollo en Indonesia

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ABSTRACT

Objective: purpose of this research is to explore the extent to which individuals' beliefs in sacred texts drive them to engage in tourism activities. Indonesia, being one of the countries with the largest Muslim population in the world, significantly influences how social activities are interconnected with individuals' religious understanding on both macro and micro scales.

Method: to map the importance of this study, we conducted two stages: 1) a systematic quantitative literature review aimed at mapping the development of the topic in scholarly discussions, 2) an observational study involving interviews with 20 key informants, including academics, local officials, religious figures, tourists, and tourism practitioners. The data analysis employed Miles and Huberman's approach, involving data display, reduction, and conclusion.

Results: the research study formulated significant findings, including: 1) ancient tourism contributes positively to economic development on both micro and macro scales. 2) The development of ancient tourism can occur at three scales: rural, urban, and regional. 3) Mikhr Istikharah Quran, believed to be written by Sheikh Jafar Shidiq, has transformed from a mere reading into a reference for local communities in resolving various issues such as choosing a life partner, seeking livelihood, farming, starting a business, and others. and 4) There are five strategic efforts in the development of tourism based on ancient texts, including infrastructure development, government collaboration with the private sector, promotion by religious figures, public education, and optimal management.

Conclusions: the development of ancient tourism, including manuscript-based tourism such as in Limbangan, has the potential to support economic development through infrastructure strategies, public-private collaboration, promotion, public education, and optimal management.

Keywords: Development; Tourism; Ancient; Sustainability; SLR.

RESUMEN

Objetivo: el propósito de esta investigación es explorar hasta qué punto las creencias de los individuos en los textos sagrados los impulsan a participar en actividades turísticas. Indonesia, al ser uno de los países con la mayor población musulmana del mundo, influye significativamente en la forma en que las actividades sociales están interconectadas con la comprensión religiosa de los individuos tanto a escala macro como micro.

Método: para mapear la importancia de este estudio, llevamos a cabo dos etapas: 1) una revisión sistemática de la literatura cuantitativa destinada a mapear el desarrollo del tema en las discusiones académicas, 2) un estudio observacional que involucró entrevistas con 20 informantes clave, incluidos académicos, funcionarios locales, figuras religiosas, turistas y profesionales del turismo. El análisis de datos empleó el enfoque de Miles y Huberman, que involucró la visualización, reducción y conclusión de los datos.

Resultados: el estudio de investigación formuló hallazgos significativos, entre ellos: 1) el turismo antiguo contribuye positivamente al desarrollo económico tanto a escala micro como macro. 2) El desarrollo del turismo antiguo puede darse en tres escalas: rural, urbana y regional. 3) El Corán Mikhr Istikharah, que se cree que fue escrito por el jeque Jafar Shidiq, se ha transformado de una mera lectura a una referencia para las comunidades locales en la resolución de diversos problemas, como la elección de un compañero de vida, la búsqueda de sustento, la agricultura, el inicio de un negocio y otros. y 4) Hay cinco esfuerzos estratégicos en el desarrollo del turismo basado en textos antiguos, incluido el desarrollo de infraestructura, la colaboración del gobierno con el sector privado, la promoción por parte de figuras religiosas, la educación pública y la gestión óptima.

Conclusiones: el desarrollo del turismo antiguo, incluido el turismo basado en manuscritos como el de Limbangan, tiene el potencial de apoyar el desarrollo económico a través de estrategias de infraestructura, colaboración público-privada, promoción, educación pública y gestión óptima.

Palabras clave: Desarrollo; Turismo; Antiguo; Sostenibilidad; SLR.

INTRODUCTION

According to Yavari and several other scientists, tourism holds significant importance in boosting the economic resources of a particular region.⁽¹⁾ This includes how tourism can contribute to foreign exchange earnings through international tourists.⁽²⁾ Jared Enriquez emphasizes that the growth of the tourism sector has a substantial impact on 1) economic growth, 2) job creation, and 3) national income improvement.⁽³⁾ On the other hand, Zhenhong Zhou, in his scientific study, proves that tourism can facilitate the emergence of new technology use, accelerate infrastructure development, and moderate the culture and heritage of a society.⁽⁴⁾ If we consider the significance of tourism as a tool for economic growth in a country,^(5,6,7,8) it must be acknowledged that the future development of tourism in a region should be a primary concern for the government. This is evidenced by scientific statistics conducted by the Global Destination Cities Index in 2018. In the Hajj and Umrah sectors, the Saudi Arabian government generated revenue of up to 20 billion riyals, equivalent to IDR 300 trillion. Observers estimate that this income will continue to increase, especially with the Saudi government's regulation setting the Hajj quota to 100 percent in 2023.

In recent decades, tourism practitioners and researchers have given significant attention to conducting advanced empirical studies on the strategic efforts in the future development of tourism.^(9,10,11) Therefore, existing literature has sought to answer these questions by finding effective ways to develop tourism objects.^(12,13,14) These efforts include initiatives such as Gunnar Myrdal's theory of tourism-based economic development, C. Michael Hall's theory of sustainable tourism development, Chris Cooper's theory of tourism as a creative industry, and G. Sigley's theory of cultural-based tourism development.⁽¹⁵⁾ The latter theory, in the author's observation, has significant relevance to the religious and cultural values of Indonesia's Muslim society. In the contemporary dimension, Indonesian Muslim communities tend to create art and architecture that reflect Islamic values.⁽¹⁵⁾ Similarly, Muslim communities have a strong literary tradition, including classic manuscripts containing religious values. However, religious rituals strongly connect with individuals' understanding of sacred ancient texts.⁽¹⁶⁾

The popularity of developing tourism based on ancient heritage is increasing and widely discussed among experts.^(17,18) According to Ming Ming Su⁽¹³⁾, ancient heritage with traditional architectural styles, cultural heritage, and social systems has become a tourist attraction in the modern era on an international scale. Ancient cities have become globally sought-after tourism destinations. With traditional building structures and layouts, these cities reflect a harmonious balance between humans and nature. They preserve unique cultural, lifestyle, and social systems for their inhabitants. The development of the tourism sector in ancient cities requires wise integration, considering tourists' involvement in their living spaces. Success depends on the implementation of policies that ensure residents also benefit from changes generally implemented without intensive consultation.⁽¹³⁾

Several studies have investigated the development strategies of tourism based on ancient cities, as conducted by Mehmet Cetin, Jing Shen, Rung Jiun Chou, Glenn McCartney, Yimin Chen, Xingyu Huang, and others.^(5,6,19) They attempt to explain factors that can trigger an increase in tourist visits to ancient heritage sites, as found in Jungho Suh's research regarding the relationship between Buddhism, tourism, and economic development. His findings recommend the establishment of community-based cultural tourism schemes by promoting place-based and small-scale economic development. In contrast, Honggang Xu, in his study titled "Tourism Development and Local Borders in Ancient Villages in China" published in the Journal of Destination Marketing & Management, recommends several policies: 1) Low-cost cultural tourism development, 2) local community participation in cultural tourism development, and 3) creating world heritage management. However, research findings are diverse and often contradict each other. Additionally, existing studies are often limited to the physical

structures of ancient heritage, as frequently examined in some countries, including China.⁽²⁾

This study highlights the potential for developing tourism based on ancient manuscripts at the Sheikh Ja'far Shiddiq site in Limbangan, Garut, West Java. With a focus on preservation, promotion, and the integration of cultural heritage, the researchers identify ancient manuscripts as a primary attraction for tourists interested in the history, culture, and heritage of a destination. This study contributes innovatively by exploring ways to integrate ancient manuscripts into the tourism experience, generating positive impacts not only on the tourism industry but also on the further understanding and preservation of cultural heritage. Moreover, the research provides a foundation for sustainable and inclusive policies, ensuring that the benefits of tourism based on ancient manuscripts can be felt by the local community. Limbangan, also known as a center for religious rituals, possesses cultural richness and religious values passed down through generations, with the *Mihir Istikharah Qur'an* manuscript by Sheikh Ja'far Sidiq being the main focus of the research. With the hope that this manuscript can enhance religious tourism at the Kramat Haruman Mausoleum, the study seeks to provide new insights into strategies for developing tourism based on ancient manuscripts, bridging the gap in existing literature.

METHOD

This research on the development of tourism based on ancient manuscripts employs two qualitative approaches: 1) a systematic quantitative literature review developed by Pickering, and 2) a field study conducted at the site of Sheikh Ja'far Shiddiq in the Cibiuk area, Garut Regency, West Java Province, Indonesia. In the first phase, the systematic quantitative method provides an objective methodology that can be adopted by other researchers, overcoming potential biases. On the other hand, this method allows for implementation with fewer resources than required for a meta-analysis and is suitable when the available document count is relatively lower. In the second phase, the field study involves direct observations and interviews with tourists, tourism practitioners, and religious figures throughout the period from January to December 2023.

Systematic Quantitative Literature Review Procedure

Building our database used relevant keywords and search criteria, following the recommendations of Pickering and Byrne. Only peer-reviewed journal articles were included to ensure high scientific standards and credibility. The articles were rigorously verified using Scimago CiteScore to maintain research credibility, and studies not covered by the score were individually examined. The selected papers in this literature review were published from 1997 to 2023, and all documents were in English. English was chosen as it is the most commonly used language in research and accommodates an international perspective. The database exclusively utilized the Scopus database. The search procedure followed the systematic review of PRISMA guidelines developed by Moher.⁽²⁰⁾

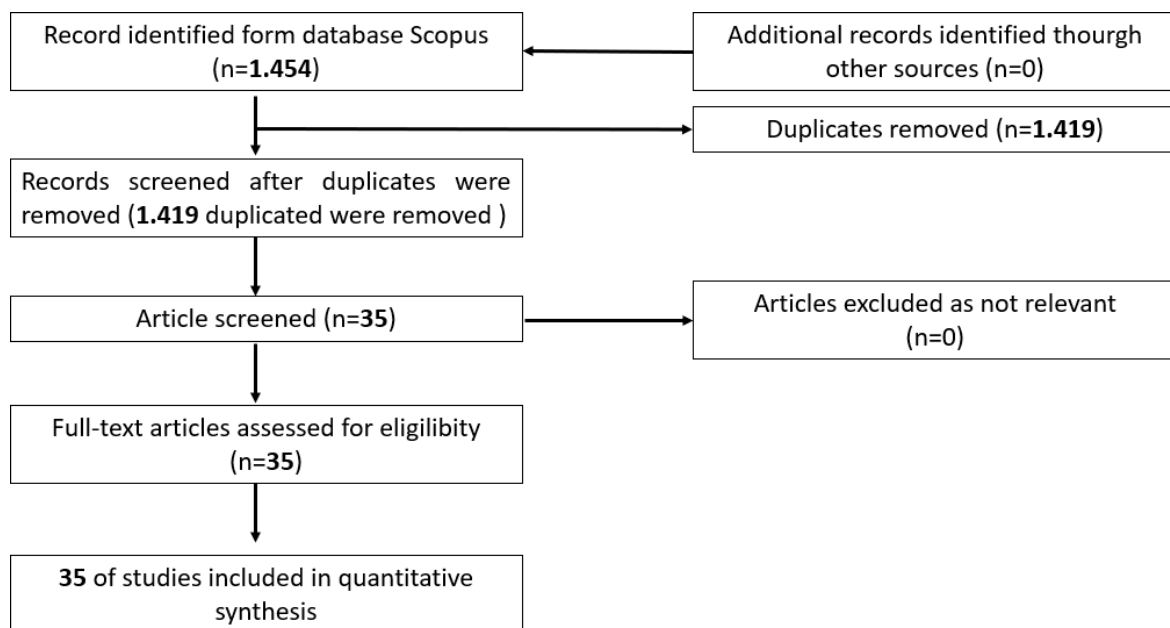


Figure 1. PRISMA search flow diagram

The keywords in the first stage chosen for this research were:
“tourism” AND “ancient”

The chosen keywords resulted in the identification of 1 454 research documents, of which 432 are open

access. In terms of document types, these keywords filtered documents with the following breakdown: 861 journal articles, 267 conference articles, 193 book chapters, 60 reviews, 34 books, and the rest include conference reviews and others. Due to the high number of documents that were less relevant to the specific issue of this research, we decided to narrow down the keywords to make them more specific and focused. Therefore, in the second phase, the selected keywords are as follows:

“tourism” “ancient” AND “development”

Through the keyword search, 35 documents were selected as primary data (table 1). Subsequently, a more in-depth analysis will be conducted to find answers to the fundamental problem formulation regarding the opportunities, challenges, and strategies developed by scientists in increasing the number of tourists for tourism based on ancient sites. The following are the final documents from the Scopus database used in this study:

Table 1. Scopus document database with the keywords tourism, ancient, and development

No	Article	Year	Citation	Author
1	Community participation and residents' support for tourism development in ancient villages: The mediating role of perceptions of conflicts in the tourism community	2021	19	Wang, M., et al.
2	Evaluation system for Yunnan cultural tourism routes based on a five-component model: Case study of the ancient tea-horse road in the south of Yunnan	2019	1	Wang, Y.
3	Research of commercial form in ancient tourism town	2012	-	Pan, A., et al.
4	Sustainability assessment of cultural heritage tourism: Case study of Pingyao Ancient City in China	2019	31	Weng, L., et al.
5	Sustainable water management in the tourism economy: Linking the Mediterranean's traditional rainwater cisterns to modern needs	2017	16	Enriquez, J., et al.
6	Deep Analysis of the Homogenization Phenomenon of the Ancient Water Towns in Jiangnan: A Dual Perspective on Landscape Patterns and Tourism Destination Images	2023	-	Chen, X., et al.
7	Tourists and 'philosophers': Nature as a medium to consciousness and transcendence in spiritual tourism	2023	2	Wang, S., et al.
8	Evaluation of community tourism empowerment of ancient town based on analytic hierarchy process: A case study of Zhujiajiao, Shanghai	2021	6	Zhou, X., et al.
9	"Chinese don't walk?"-The emergence of domestic walking tourism on China's Ancient Tea Horse Road	2021	10	Witte, A.
10	Rural tourism to promote territories along the ancient roads of communication: Case study of the rediscovery of the St. Francis's ways between Florence and LA Verna	2021	15	Bambi, G., et al.
11	Evaluation of the sustainable tourism potential of a protected area for landscape planning: A case study of the ancient city of Pompeipolis in Kastamonu	2015	135	Cetin, M.
12	A Longitudinal Spatial-Temporal Analysis of Ancient Village Tourism Development in Zhejiang, China	2023	3	Bao, Y., et al.
13	Scenic image research based on big data analysis-take china's four ancient cities as an example	2020	2	Liang, R., et al.
14	Preservation of traditional culture in modern society: A case study of China Meishan cultural park	2016	3	Luo, J., & Chen, F.
15	The linguistic landscape in rural destinations: A case study of Hongcun Village in China	2020	36	Lu, S., et al.
16	The FaDaet song yang ancient city, Kalasin Province, Thailand's swot analysis for wellness tourism development	2020	-	Varatipromma, D., et al.

17	Local-migrant interaction in everyday life in an ancient tourism town	2020	7	Zhang, H., et al.
18	Evaluation of agricultural cultural heritage tourism resources based on grounded theory on example of ancient <i>torreya grandis</i> in Kuaiji mountain	2018	8	Yaqing, G.
19	The planning, development and management of tourism: The case of Dangjia, an ancient village in China	2016	54	Guo, Z., & Sun, L.
20	Identifying the conditions for rural sustainability through place-based culture: Applying the CIPM and CDPM models into Meibei ancient village	2017	6	Lin, J., et al.
21	DNA barcode-based survey documents underestimated diversity and intricate phylogeographic patterns of aquatic Heteroptera in an endangered Balkan biodiversity hotspot: ancient Lake Skadar basin	2023	1	Rewicz, T., et al.
22	Commercial Features in Interior Architecture of Hoi An Ancient Town, Vietnam in the Process of World Cultural Heritage	2023	-	Van, N.T.B., & Singyabuth, S.
23	Revisiting walking as mobile place-making practice: a discursive perspective	2023	6	Witte, A.
24	Geodiversity in Khorat Geopark, Thailand: Approaches to geoconservation and sustainable development	2022	1	Duangkrayom, J., et al.
25	Development of a smart tourism integration model to preserve the cultural heritage of ancient villages in Northern Guangxi	2022	8	Li, W.Z., & Zhong, H.
26	Genius Loci of Ancient Village from the Perspective of Tourists Experience: Scale Development and Validation	2022	2	Jiang, Z., & Lin, D.
27	Investigation Architecture and Environmental Planning in Prehistory for Designing an Ecologically Sustainable Tourist Resort	2022	7	Milošević, P., et al.
28	The Development of Tourism Towns with Characteristic Ancient Buildings Based on Partial Differential Model of Competitive Resource Optimization	2022	-	Jiang, J.
29	Three-Dimensional Reconstruction of Huizhou Landscape Combined with Multimedia Technology and Geographic Information System	2021	7	Zhou, Z., et al.
30	The modern gaze of foreign architects travelling to interwar greece: urban planning, archaeology, aegean culture, and tourism	2019	4	Athanassiou, E., et al.
31	Traditional Chinese and Thai medicine in a comparative perspective	2015	10	He, K.
32	What Makes Socio-ecological Systems Robust? An Institutional Analysis of the 2,000-Year-Old Ifugao Society	2013	29	Araral, E.
33	Tourism development and water pollution: Case study in Lijiang ancient town	2007	47	Ning, B., & He, Y.
34	Residents' attitudes to tourism development in ancient village resorts - Case study of World Cultural Heritage of Xidi and Hong villages	2004	6	Wang, L. et al.
35	A study of species richness and diversity in seed banks and its use for the environmental mitigation of a proposed holiday village development in a coniferized woodland in south east England	1997	33	Dougall, T.A.G., & Dodd, J.C.

Field observation procedures and description of the Sheikh Ja'far Shidiq Site

In general, the Garut region has pilgrimage sites that are frequently visited destinations, not only for religious purposes but also due to their high historical value. These include the gravesites of Godog, Sheikh Jafar Shidiq

(figure 2), Raja Gordah, Pangeran Papak Cinunuk, and others. Limbangan, as one of the districts in Garut, has a rich history and played a pivotal role in the formation of the Garut Regency in 1813. In the past, Limbangan was led by Raden Adipati Aria Adiwijaya or RAA Adiwijaya, who served as the regent of Limbangan from 1813 to 1831. Although now better known as the tourist destination Cibiuk, Limbangan preserves significant historical traces. Besides its natural beauty, Garut is also known as home to several mountains, such as Mount Cikuray, Mount Papandayan, and Mount Guntur, offering a refreshing natural tourism experience with cool mountain air.



Figure 2. Sketch of the view of the main door of the Sheikh Jafar Shidiq site

Syaikh Jafar Shiddiq's *Mihir Istikharah* manuscript is a relic of Nusantara scholars around the 17th century. It is classified as a verbal cultural heritage that is poured in the form of manuscripts (written works in the form of handwriting).⁽²¹⁾ The *mihir* manuscript contains numbers in a box. The numbers start with the numbers 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 written randomly in columns. Arranged with numbers in the column are also written the names of surahs in the Qur'an such as *fatihah*, *qulhu* (al-Ikhlash), *falak* (al-Falak), *binas* (al-Nas), and other surahs. In addition to the columns containing numbers and surah names, there are columns with cross ornamentation. There are also large columns at the top and bottom. The upper and lower columns are written in Sundanese pegon Arabic (figure 3). Like the manuscript below.



Figure 3. A sacred ancient manuscript called *Micah Istikharah Quran* by Sheikh Jafar Shidiq

The empirical study we conducted involved direct field observations, where data collection was carried out through semi-structured interviews with 20 key informants relevant to the research, including 1) visitors, 2) tourism practitioners, 3) local government representatives, 4) academics, and 5) religious figures. From the researcher's perspective, these interviewees are considered the primary sources to analyze and examine the main problem formulation, which is how strategic efforts contribute to the development of tourism based on ancient manuscripts at the Sheikh Jafar Shidiq site. The interview period took place from January 2023 to August 2023, during which interviews were conducted intensively to explore the informants' perspectives regarding the information needed to address the main questions. For the data analysis in this second phase, the author utilized the Miles and Huberman approach (figure 4), with procedures outlined as depicted in the diagram below:

The Miles and Huberman approach is a very popular research method using qualitative data. This method was introduced as a more systematic data analysis model for examining qualitative data that often takes the form of narratives, interviews, observations, or field notes. This approach consists of four main components, such as:

Reduction is the process of summarizing, selecting, focusing, and transforming data from field notes, interviews, and other documents obtained during the research. The data collected in qualitative research is usually very large and complex, so it needs to be reduced so that it becomes clearer and focuses on things that are relevant to the research objectives. This data reduction is not only done once, but continues throughout the research.

After the data has been reduced, the next step is to present it in a more organized form so that it makes it easier for researchers to see certain patterns, relationships, or trends. Data presentation can be done in the form of narrative text, tables, matrices, graphs, or diagrams as appropriate. This presentation aims to facilitate understanding and further data analysis.

The final step is drawing conclusions based on patterns or important information found during data analysis. These conclusions can be temporary at first, and then strengthened or modified after further verification. Verification can be done by testing consistency, re-examining data, or using triangulation.⁽²²⁾

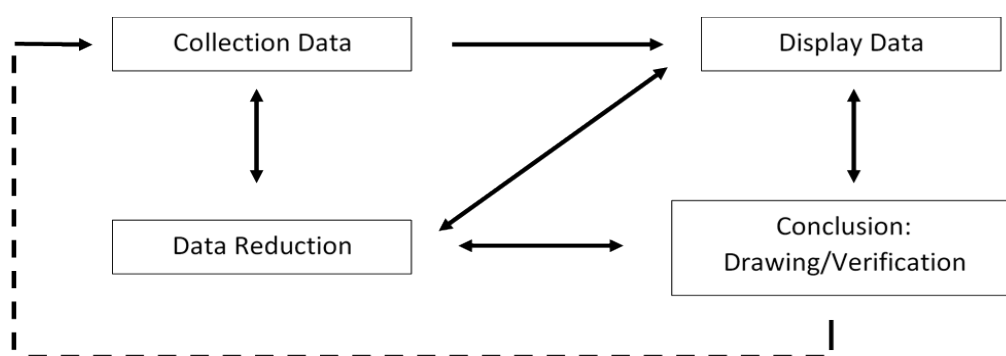


Figure 4. Miles and Huberman framework data analysis diagram

The following is a demographic table from the informants

No	Name/Initials	Age	Regional	Status
1	RSH	55	Sumedang	Academics /Lecturer
2	RZL	25	Bandung	Academics /Student
3	MSBD	55	Bandung	Religious Leader
4	DS	58	Bandung	Politician/Regent
5	DAG	20	Garut	Academics /Student
6	SNA	26	Tasik	Academics /Student
7	HSM	32	Subang	Academics /Student
8	AMY	54	Purwakarta	Entrepreneur/Businessman
9	CH	57	Bandung	Civil Servants
10	DG	48	Bandung	Politician/Village Head
11	SFM	27	Garut	Academics /Student
12	AAQ	48	Purwakarta	Academics /Lecturer
13	HFS	31	Subang	Academics /Lecturer
14	JN	52	Bandung	Entrepreneur
15	AT	44	Bandung	Religious Leader
16	DH	62	Bandung	Religious Leader
17	AS	73	Bandung	Religious Leader
18	HM	29	Cianjur	Civil Servants
19	WNA	29	Depok	Private Sector Employee
20	AM	27	Lampung	Academics /Student

The fame of Syaikh Ja'far Sidiq name, both because of his knowledge and his services in the field of religion, so that many tourists visit his grave located in Cibiuk, Limbangan Garut, West Java Indonesia. Tourists who visit the grave of Syaikh Ja'far Sidiq come from various regions in West Java such as Bandung, Tasik, Garut, Subang, and other areas. Tourists come in turns, some come with their Majlis Ta'lim groups, some visit with their families, and some come alone. But it seems that the volume of tourist arrivals each month is different, such as months that are considered holy in Islam such as Mulud Month, and Rajab Month, where in the month tourists will increase drastically because they believe that this month is full of blessings, especially if coupled with visiting the graves of pious scholars. In contrast to the months that are considered unfavorable for traveling this religious tourism such as the month of Safar, which is considered unfavorable if traveling far.

There were about 20 people met by researchers when visiting the Tomb of Syaikh Ja'far Sidiq, these visitors came from various regions in West Java and even in Indonesia. Tourists who visit also vary in terms of age, not only parents, but teenagers, and children, the age range visiting the Tomb of Syaikh Ja'far Sidiq is the oldest 73 years old while the youngest visitor is 20 years old. Not only age, but tourists who visit the Tomb of Syaikh Ja'far Sidiq have different professional backgrounds, there is a general teacher, religious teachers, politician, student, student, businessman, and unemployed. This grouping of tourists who visit Syaikh Ja'far Sidiq Tomb, both by region, age, and profession, seems to affect the purpose of tourists visiting the Tomb of Syaikh Ja'far Sidiq (table 2).

The purpose of tourists visiting the tomb have various motives, such as the motive of wanting a better life, the motive of wanting to do sightseeing, then the motive of wanting to get the benefits of science in their lives, and some want something mystical such as having strength against sharp objects, then the motive of wanting to have a cool charismatic so that many people are amazed at him, other motives want to be given life guidance, especially faced with a choice that must have only one, and also especially academics visiting there aim to conduct research, both on his thoughts, his works, as well as on the tourism that developed there (figure 5). Based on the data above, the author can pour into the form of the table 2.



Figure 5. Visitors make a pilgrimage to the grave site of Sheikh Jafar Shidiq

RESULTS AND DISCUSSION

Descriptive Analysis of Systematic Quantitative Literature Review

The papers included in this analysis were published from 1997 to 2023. Based on the data on the number of papers related to the development of tourism based on ancient manuscripts from 1997 to 2023, there is a noticeable trend of a significant increase in awareness of this topic. Data analysis indicates that most research began in 2004 with one paper⁽⁹⁾ and then there were several years with no publications. However, since 2012, the number of publications started to rise, signifying an increase in awareness and interest in the development of tourism based on ancient manuscripts. A graph reflecting this data will show a clearer trend from year to year, with a consistent increase since 2012. The peak is in 2023 when 6 papers were published (figure 6 y table 3). This reflects the potential increase in academic interest and awareness of the development of tourism based on ancient manuscripts as a relevant research topic. Factors such as a deep understanding of cultural heritage, increased access to resources and literature, and possibly policy support could be causes for the increase in the number of publications on this topic.^(10,23) This growing awareness can encourage practitioners, academics, and governments to pay more attention to the development of tourism based on ancient manuscripts as a way to preserve and promote valuable cultural heritage.⁽²⁴⁾

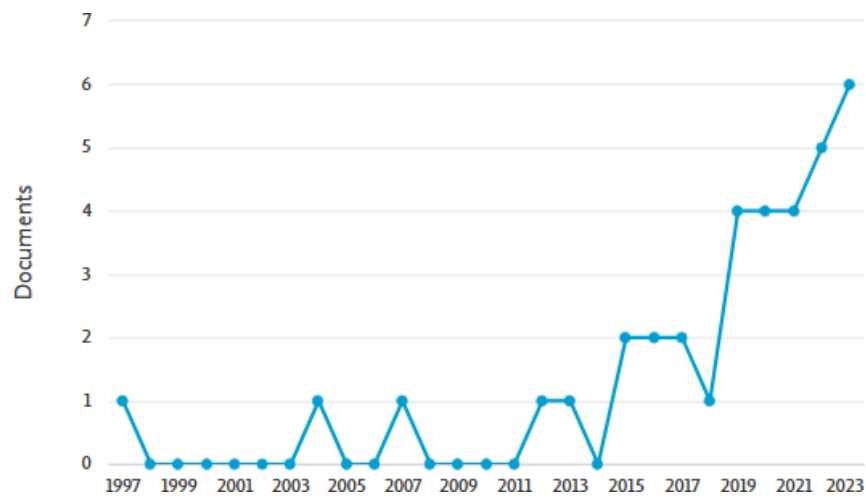


Figure 6. Research graph from year to year

A graph of research published from year to year can be seen in the table below, where there is a consistent increase in publications related to ancient heritage tourism starting from 2015 to 2023:

No	Year	Total Document
1	1997	1
2	1998	0
3	1999	0
4	2000	0
5	2001	0
6	2002	0
7	2003	0
8	2004	1
9	2005	0
10	2006	0
11	2007	1
12	2008	0
13	2009	0
14	2010	0
15	2011	0
16	2012	1
17	2013	1
18	2014	0
19	2015	2
20	2016	2
21	2017	2
22	2018	1
23	2019	4
24	2020	4
25	2021	4
26	2022	5
27	2023	6

An assessment of the research authors, including co-authors, found that researchers from China dominate the number of studies related to ancient tourism, with a total of 20 individuals. Several factors contribute to

why China attracts researchers as a research subject, including 1) a vast and rich historical space, 2) cultural wealth and traditional art, 3) natural beauty and ancient architecture, 4) modern technology and infrastructure, and 5) government support. Studies that received significant responses can be observed through the numerous citations received, such as the topic addressed by Wang⁽⁴⁾ in their study titled “Community participation and residents’ support for tourism development in ancient villages: The mediating role of perceptions of conflicts in the tourism community,” which has been cited 19 times (table 4). Here are the research studies conducted in China that received the highest number of citations:

Table 4. The number of studies that received the most citations			
No	Article	Year	Citation
1	Community participation and residents’ support for tourism development in ancient villages: The mediating role of perceptions of conflicts in the tourism community ⁽²⁵⁾	2021	19
2	The linguistic landscape in rural destinations: A case study of Hongcun Village in China ⁽²⁶⁾	2020	36
3	The planning, development and management of tourism: The case of Dangjia, an ancient village in China ⁽²⁷⁾	2016	54
4	Tourism development and water pollution: Case study in Lijiang ancient town ⁽²⁸⁾	2004	47
5	Development of a smart tourism integration model to preserve the cultural heritage of ancient villages in Northern Guangxi ⁽²⁹⁾	2022	8

The following is a geographical distribution of authors who contributed significantly to the development of ancient tourism (figure 7 y table 5):



Figure 7. Geographic distribution of the population studied

Table 5. Number of studies based on regional population		
No	Country	Document
1	China	20
2	Thailand	4
3	United Kingdom	4
4	Greece	2
5	Macao	2
6	Netherlands	2
7	Australia	1
8	Botswana	1
9	Canada	1
10	Germany	1

Source: <https://www.tandfonline.com/journals/rjht20>

Research on ancient tourism reflects significant interest among researchers, and an analysis of the number of research documents indicates that countries with rich historical and cultural heritage are the primary focus. China, with 20 documents, stands out as a major destination for research on ancient tourism, given its historical and cultural heritage involving historic sites and long-standing traditions. Thailand and the United Kingdom also attract researchers with 4 documents each, showcasing cultural diversity and a variety of historical heritage that captures academic attention. In addition to prominent countries like China, Thailand, and the United Kingdom, other countries such as Greece, Macao, and the Netherlands also draw researchers' attention. Greece, with its rich ancient heritage like the Acropolis, serves as an intriguing research center, while Macao with its blend of Chinese and Portuguese culture, and the Netherlands with historical cities like Amsterdam, are also focal points in ancient tourism research.

Although Australia, Botswana, Canada, and Germany have limited contributions in the number of research documents, this may be attributed to a stronger focus on modern tourism aspects or a lack of ancient heritage comparable to other countries on the list. Overall, this analysis reflects that the interest in ancient tourism research correlates closely with the diversity and richness of a country's historical and cultural heritage. A profound understanding of historical sites, old cities, and ancient traditions serves as a driving force for researchers to explore these aspects in the context of ancient tourism development.

Opportunities, Challenges, and Strategies in Building Ancient Tourism

Tourism based on ancient sites offers significant potential as a means to bridge the past with the present, allowing visitors to immerse themselves in history and cultural richness through sustainable ancient heritage. (7,12,30,32) Historical villages and cities become stages for time travel, providing authentic experiences that engage tourists in the life and culture of different eras. (24,31) The uniqueness of architecture, traditions, and stories surrounding ancient sites becomes a major attraction that can enrich the tourism industry. (14,23,33,34) However, in developing tourism based on ancient sites, several challenges need to be addressed. Threats to the physical and cultural integrity of ancient heritage, risks of excessive commercialization, and sustainability of management are some obstacles that require careful consideration. In this context, holistic and sustainable strategies are needed to leverage opportunities, overcome challenges, and build a robust and sustainable foundation for ancient tourism. (37,38) By detailing existing opportunities, identifying potential challenges, and designing measured strategies, the development of tourism based on ancient sites can provide sustainable benefits for local communities and enrich the experiences of travelers. (4,29)

Empirical studies conducted by Mingsen illustrate that tourism development in ancient villages faces significant challenges, one of which is how conflicts sometimes arise between tourism developers and residents. (4) According to him, these conflicts can include loss of land rights, increased cost of living, or decreased quality of life for local residents. (4) A Witte, in his research on the development of the Tea-Horse Road ancient village, proved the challenges in creating integrity between tourism development and cultural preservation. (8) Therefore, sustainable evaluation is highly recommended by Weng Lisheng for cultural heritage tourism destinations. According to him, sustainable evaluation significantly contributes to understanding the negative impacts incurred. (35)

In the Southeast Asian country of Thailand, the development of ancient tourism is characterized by unique features. (36) Research conducted by Duangkrayom, Jaroon, and others in the Khorat Geopark discusses the significance of geological, biological, and cultural richness in creating opportunities for sustainable tourism development in the region. (37) Risks faced by local stakeholders include the potential degradation of geosites. Therefore, Duangkrayom recommends strategic efforts to create a balance between resource conservation and sustainable tourism development. (37) In Turkey, Mehmet Cetin provides important recommendations on how to preserve archaeological and natural heritage to boost local cultural tourism. (5) Research conducted in the Pompeipolis region recommends several strategic efforts, including 1) local government involvement in preserving the tourism area, 2) developing sustainable development plans that encompass site preservation and landscape design, 3) engaging the local community, and 4) utilizing modern technology. (5)

In the analysis conducted by the researcher on existing literature, the development of ancient tourism in different regions such as China, (30,38) Europe, (39) and Southeast Asia (32,37) reveals a common pattern indicating challenges and efforts in managing cultural and natural heritage for sustainable tourism. In the context of China, conflicts between developers and local residents emerge as a central issue, threatening land rights, cost of living, and quality of life. The researchers emphasize the need to maintain integrity between tourism development and cultural preservation as a key strategy. In Thailand, research in the Khorat Geopark highlights the importance of understanding geological, biological, and cultural richness as opportunities for sustainable tourism development. The risk of degradation to geosites is a concern, demanding a balance between conservation and tourism development. In Turkey, the preservation of archaeological and natural heritage is a primary focus, with strategic recommendations including local government involvement, sustainable planning, community participation, and the use of modern technology.

Table 6. Analysis of ancient tourism opportunities, challenges, and development strategies

Category	Object	Highlight	Opportunities	Challenge	Strategy Recommendations
Village	Hongcun, China	Ancient Tourism and Language	Multilingual Landscape Tourist satisfaction Diversification	Over-commercialization Policy influence Maintenance of culture and traditions	Integration of policy and commercial benefits Commercialization management Education and community empowerment Collaboration between government and private sector
	Whampoa Village, Guangzhou, China	Ancient Tourism and Local Communities	Society participation Local Economic Development Cultural and Educational Empowerment	Perceptions of Conflict in Tourism Communities Over-Tourism and Environmental Damage	Community Based Approach Effective Conflict Management Education and Awareness Collaboration with Local Government
	Tuscany Region	Diversification, Spirituality and Tourism Experiences	Development of New Historical Routes and Itineraries Promotion of Sustainable Mobility in Rural Areas Development of Religious Tourism	Maintenance of Marginality in Rural Areas Environmental Impact and Sustainability Good Religious Tourism Management	Local Community Participation Sustainable Infrastructure Development Environmental Education and Awareness Collaboration between Government and Private Sector
	Hongcun, China	Language-based Ancient Tourism	Local Language Skills Development Introduction to Local Culture Language Based Product and Service Development	Maintain Authenticity and Authenticity Cultural Conflict Management Community Involvement in Decision Making	Training and Education Programs Cultural Awareness Campaign Community Participation in Official Sign Maintenance Strategic Partnerships
	Dangja, Shaanxi, China	Tourism ancient architecture	Utilization of Historical, Cultural and Architectural Values Development of Culture- Based Tourism Experiences	Social and Economic Challenges Maintain Environmental Authenticity and Balance Limited Local Social and Financial Capital Dependence on Local Government Intervention	Community Education and Training Program Diversification of the Local Economy Cooperation between the Government and the Private Sector Environmental Awareness Program
	Guangxi, China	Ancient tourism and Smart Village	Technology Infrastructure Development Local Economic Empowerment	Limited Resources Social Impact Management Integration of Culture and Technology Local Community Participation	Sustainable Business Model Development Education and Community Engagement Improved technological infrastructure Utilization of social media as a tourism promotion tool Training and Skills Development Program
City	Pingyou, China	Ancient City Tourism and Effective Management	Development of Resource Management Development of Education and Awareness Programs Promotion of Sustainable Tourism	Challenges of Private Party Involvement Maintenance of Balance Between Parties Negative Impact of Tourism Development Full involvement of local communities	Development of a Sustainable Management Plan Innovation in Tourism Marketing Active Engagement with Local Communities Continuous Monitoring and Evaluation Application of Modern Technology

	Yunani	Ancient city tourism, Culture, Internationalization and modernization	Development of Alternative Tourism Narratives Development of Tourism Infrastructure and Facilities Promotion of Modern Culture and Arts International Collaboration in Tourism Development	Maintain a Balance Between Heritage and Modernism Impact of Tourism on the Environment Maintenance of Cultural Authenticity Local Community Empowerment	Alignment of Tourism Programs with Cultural Identity Implementation of Sustainability Principles Tourism Promotion Through Modern Media Collaboration with International Experts
Regional	Torrey grandis in Kuaiji	Ancient tourism, regionally based Thematic Tourism	Development of Sustainable Tourism Exploitation Diversification of Tourism Experiences Increased Local Economic Cooperation Development of Thematic Tour Packages	Protection of the Ecosystem Integration of Diverse Resources Local Community Empowerment Management of Tourist Visits	Preparation of a Sustainable Management Plan Education and Awareness Programs Collaboration with External Parties Innovation in Tourism Product Development

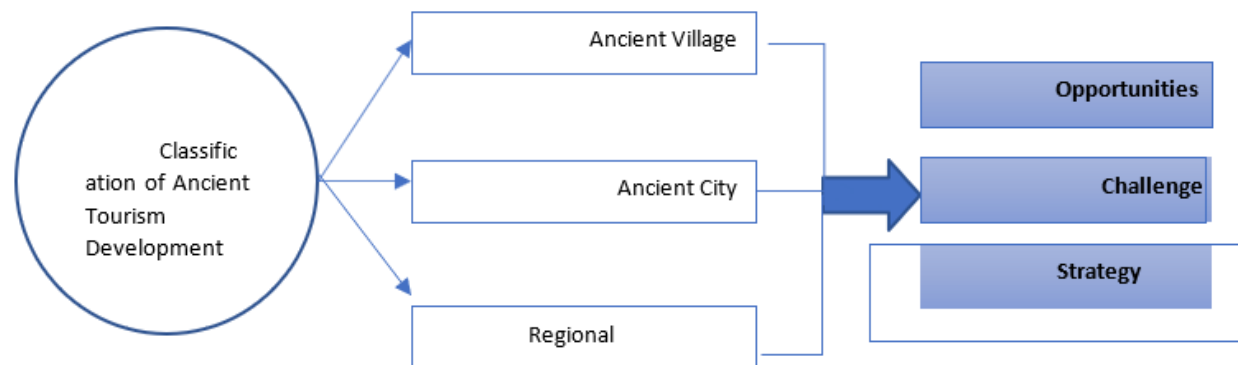


Figure 8. Flow diagram of ancient tourism development classification

From the table 6, the classification flow for ancient tourism development (figure 8).

Regardless of regional differences, this common pattern underscores the importance of local community involvement, sustainable development, and harmonization between heritage preservation and tourism development to achieve long-term sustainability. The development of ancient tourism should not only be an economic driver for local communities but should also consider the unique cultural and natural heritage. Awareness of potential negative impacts and a commitment to sustainable evaluation are key to ensuring sustainability and fairness in tourism development in regions with ancient heritage.

To make it easier to map opportunities, challenges, and strategies in developing ancient tourism, we created a table by classifying ancient tourism into several categories based on scale which includes village, city and regional (table 6). The following table shows the results of observations and literature exploration based on quantitative systematic literature reviews.

Overall, the development of tourism in the categories of ancient villages, ancient cities, and regional levels indicates different opportunities, challenges, and strategies. Tourism in ancient villages promises an authentic experience and traditional heritage as the main attraction, with the potential for development through community empowerment and tradition preservation. The main challenges involve infrastructure and promotion. Meanwhile, ancient cities offer historical architectural wealth and cultural centers as the main opportunities, with challenges primarily related to the preservation of buildings and tourist traffic management. Effective strategies include guided tour development and digital promotion. At the regional level, collaboration between destinations creates opportunities for cross-destination tour packages but also poses challenges of coordination and fair benefit distribution. Strategic strategies at the regional level involve joint promotion and the development of cross-destination experiences. By understanding the unique characteristics of each category, policymakers and stakeholders in the tourism industry can design more effective and sustainable approaches for comprehensive tourism development.

Tourism Development Strategy Based on Ancient Manuscripts: Case Study of Mihir Istikharah Quran Syaikh Ja'far Shiddiq

In Indonesia, the country with the largest Muslim population in the world, religious perspectives play a central role in the daily activities of the society. The presence of Islam influences various aspects of life, providing moral guidance and establishing norms of behavior followed by a significant portion of the population. In this context, the role of religious leaders (tokoh agamawan) is crucial. They serve not only as spiritual leaders but also as educators and role models in creating a balanced life, fostering harmonious relationships among people, and encouraging efforts toward goodness. Through religious education approaches, religious leaders aim to educate the community, ensuring a profound understanding of religious teachings and their practical application in everyday life. Thus, they play a key role in shaping the moral values and ethics that form the foundation for the harmony and balance of the society.

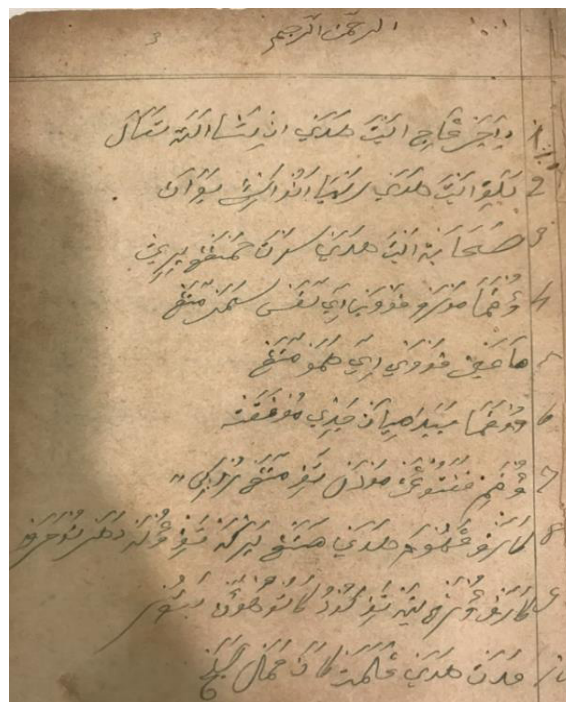


Figure 9. Mikhr Istikharah Quran is a guide for society

The presence of the Mihir Istikharah Qur'an manuscript by Sheikh Jafar Sidiq found in the National Library holds significant importance in the context of developing the Kramat Sheikh Jafar Shiddiq Harumsari in Limbangan Garut into a tourism destination based on ancient manuscripts to foster spirituality. This manuscript, authored by Sheikh Jafar Shidiq, serves as a guide for the community to determine the direction of their lives, presenting answers to various issues derived from the Quran. The tradition of consulting religious leaders, such as seeking livelihoods, choosing life partners, engaging in agriculture, seeking sustenance, and memorizing the Quran is deeply rooted in community life. Therefore, the Mihir Istikharah al-Quran, as one of the media for the living Quran, is seen as a solution for the local community in addressing daily life issues.

It appears that the tradition of the living Quran in the local community has been longstanding, estimated to have started in the 18th century when the Mihir Istikharah al-Quran manuscript was written and continues into the 21st century. This tradition is still preserved, especially among the Kyai and students of the Jafa'riyah Pesantren in Cibiuk Limbangan Garut. In the Mihir Istikharah al-Quran manuscript, there is a complete guide on its usage, formulas, and issues matched with answers found in the Quran in the form of interpretations. A similar approach can be applied to other religious tourism destinations in Indonesia, such as Situ Bule in the Tasik area and Pamijahan Sheikh Abdul Muhyi in the Tasik area. This step is expected to enhance the quality of religious tourism sites, allowing visitors not only to gain spiritual benefits but also religious knowledge embodied in the works of scholars they visit. This creates an atmosphere similar to a direct connection and advice from living scholars, providing a deeper dimension of experience for tourists. Thus, empowering manuscripts and the works of scholars in the context of religious tourism can add significant value to the development of these tourist destinations (figure 9 and table 7).

Table 7. Contents of the Mikhr Istikharah Quran

Manuscript Transliteration	Indonesian Translation	English Translation
Batur eta hade sarta mufakat jeung urang	Orang lain baik dan setuju dengan kami	Others were kind and agreed with us
Karep moro eta leuwih hade dina poe eta	Keinginan untuk memburunya lebih baik pada hari itu	The desire to hunt it down was better on that day
Karep leumpang halangan eta henteu hade jadi meunang cilaka	Gairah untuk berjalan di penghalang tidak baik jadi terluka	The passion to walk on the barrier is not good so it gets hurt
Babadamian eta leuwih hade Insyaa Allah ta'alaa	Pembahasannya lebih baik, Insyaa Allah Ta'alaa	The discussion is better, Insha Allah Ta'alaa
Karep campur modal eta henteu hade jadi cerewed	Biarkan bercampur dengan modal tidak baik jadi cerewet	Let mixing with capital is not good so nagging
Karep nyieun hutang eta leuwih hade jadi meunang berkat	Welas asih untuk membuat hutang lebih baik untuk mendapatkan ucapan terima kasih	Compassion to make a debt is better to earn gratitude
Anu dipikarep eta leuwih hade kudu dipigawe,	Yang kau inginkan lebih baik dilakukan	What you want is better to do
karena pasti goreng eta benang diwaro	karena benang harus digoreng	because the thread must be fried
makena tangtu maneh boga, anu sabab berkah	tentu saja anda punya, yang karena berkat	Of course you have, which is due to the blessing
Rasul jalma goreng ulah reuwas paeh Insyaa Allah	Rasull orang jahat, jangan heran mati insya Allah	Rasull bad people, do not be surprised to die inshallah

Manuscript Mihir Istikharah Qur'an is a manuscript of Nusantara scholars, Shaykh Jafar Shiddiq, who was born in the 17th century AD and has a scientific network that is connected to Shaykh Abdul Muhyi Pamijahan. Both figures, Shaykh Jafar Shiddiq Haruman arrowroot and Shaykh Abdul Muhyi Pamijahan Tasik, are included in the international network of scholars, namely the Nusantara-Haramain network. After staying at the Karang Nunggal pesantren, Sheikh Jafar Shiddiq continued to study with Shaykh Abdul Rauf al-Sinkili in Mecca, Saudi Arabia. Abdul Rauf al-Sinkili is a Nusantara scholar who is famous for his tafsir work, namely Tafsir Tarjuman al-Mustafid.⁽⁴⁰⁾

Mihir Istikharah Qur'an is a Sundanese manuscript. The MIQ manuscript can also be considered as a book of kaifiyah istikharah using verses of the Qur'an to ask for the best and preferable choice of a matter that is obligatory or sunnah when someone is faced with two or more choices. In general, istikharah is done by performing two rak'ah prayers, as a means of asking Allah to choose between two or more choices for the best choice.⁽⁴¹⁾ More than that istikharah has a broad meaning, in addition to determining guidance, istikharah also aims to stabilize the heart and lead it towards awareness and dependence on Allah. So if someone has such a goal when carrying out istikharah, then he will get guidance as well as goodness from all affairs.⁽⁴¹⁾

Based on field observations and interviews with important informants, we formulated a formulation for tourism development based on ancient texts as in the flow image below:

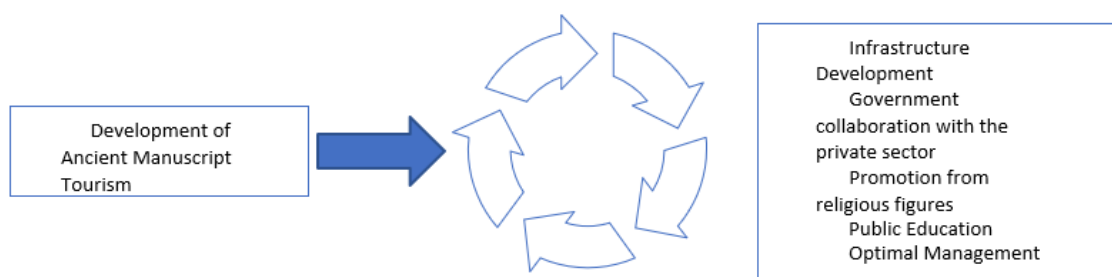


Figure 10. strategic efforts to develop ancient manuscript-based tourism

One of the key strategies in developing ancient manuscript-based tourism is improving infrastructure. This includes building adequate transportation facilities, developing accommodation facilities, and providing other supporting facilities. By ensuring good infrastructure, accessibility to historical sites and ancient manuscripts can be improved, making it easier for visitors to explore and appreciate the existing cultural heritage. Apart from that, collaboration between the government and the private sector is a strategic step in developing ancient manuscript-based tourism. The government can provide incentives, assistance, and regulatory support, while the private sector can assist in the development of tourism services and facilities. These partnerships can include managing historical sites, organizing cultural events, and overall tourism promotion, thereby creating a sustainable ecosystem.

The role of religious leaders is crucial in designing promotion strategies for manuscript-based tourism. Through lectures, teachings, and social media, religious leaders can provide in-depth insights into the religious values embedded in ancient manuscripts. By associating ancient manuscripts with spiritual values, communities will be more motivated to visit historical sites, creating a deeper understanding and appreciation for cultural heritage. Another key strategy is public education. Through educational programs, the community can gain an understanding of the importance of ancient manuscripts as an inseparable part of their cultural identity. Activities such as workshops, seminars, and visits to historical sites can stimulate public interest in actively participating in the preservation and development of manuscript-based tourism. The optimal management of manuscript-based tourism is the final strategic step. This includes managing tourist traffic, preserving historical sites, and protecting ancient manuscripts. With effective management, the tourist experience can be optimized without compromising the preservation and integrity of the cultural heritage.

The development of manuscript-based tourism in Indonesia faces several challenges that need to be overcome to fully optimize the potential of this cultural heritage. One major challenge is the preservation of ancient manuscripts themselves. Some ancient manuscripts are at risk of damage due to age, climate change, and the lack of appropriate storage facilities. The recovery and preservation of ancient manuscripts require a special approach that combines modern technology with traditional methods to ensure their integrity and survival. In addition, efforts need to be made to protect historical sites associated with ancient manuscripts. The pressure from tourism growth can cause uncontrolled physical damage or changes that may harm the integrity and authenticity of these sites.

Apart from preservation aspects, another challenge is to build awareness and interest among the community for manuscript-based tourism. Increasing understanding of the cultural and historical value of ancient manuscripts among the public is crucial to attracting domestic tourists. More intensive educational efforts are needed, both through school programs and social campaigns, to help the community understand and appreciate this cultural heritage. Furthermore, better coordination between the government, private sector, and local communities is required to formulate supportive and sustainable policies for the development of manuscript-based tourism in Indonesia. By addressing these challenges, manuscript-based tourism has the potential to become a unique and sustainable attraction that positively contributes to the economic sustainability and preservation of Indonesia's cultural heritage.

CONCLUSIONS

Our study emphasizes that ancient tourism positively contributes to economic development on both micro and macro scales. Through a literature review, the development of ancient tourism can be carried out on three scales: rural, urban, and regional. Each scale has its uniqueness and characteristics in terms of opportunities, challenges, and effective strategies for development. This is also evident in the implementation of zoning systems; in Europe, Asia, and America, there is an increasing awareness of the development of ancient tourism. In our field study in Limbangan, the development of manuscript-based tourism has the potential to become a new segment that has not been seriously considered by the government, practitioners, and scholars. Sacred ancient manuscripts in the theological aspects of Islam have independent meanings and interpretations, not just as textual readings. They can be used as consultation resources. The Mihir Istikharah Quran written by Sheikh

Jafar Shidiq has transformed into more than just a reading; it has become a reference for local communities in solving their problems such as choosing a spouse, seeking sustenance, farming, starting a business, and more. There are five strategic efforts in the development of manuscript-based tourism, including infrastructure development, government collaboration with the private sector, promotion by religious leaders, community education, and optimal management.

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