

The Preferences of the Lekuk 50 Tumbi Community in Utilizing Cultural Key Species as Tourism Products

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Article Info

Article history:

Received July, 2026

Revised July, 2026

Accepted July, 2026

Keywords:

Cultural Key Species
Community Preferences
Ecotourism
Conservation
Lekuk 50 Tumbi

ABSTRACT

Key Cultural Species (CSCs) are an important part of the traditional ecological knowledge of indigenous communities, possessing cultural, ecological, and economic value through the development of local wisdom-based tourism. This study aims to analyze the preferences of the Lekuk 50 Tumbi indigenous community, Kerinci Regency, regarding the use of CSCs as a tourism product. The study employed a mixed methods approach with an exploratory design. Data collection was conducted through structured interviews using a Likert-scale questionnaire, in-depth interviews, and field species identification. Respondents were selected using a purposive sampling technique followed by snowball sampling. The results showed that 82.2% of respondents had not yet been involved in the use of CSCs as a tourism product, although 96.7% expressed interest in being involved in its development in the future. The pitcher plant (*Nepenthes ampullaria* Jack) was the most popular plant species to be developed as a tourism product (56.7%), while the semah fish (*Tor douronensis*) was the most frequently chosen animal species (68.9%). The most popular form of involvement was the development of souvenirs in the form of processed food products (45.6%), especially by female respondents. Gender, age, and marital status influence the preferred form of community involvement. These findings indicate that communities are highly prepared and interested in participating in Key Cultural Species-based tourism development. Therefore, developing tourism products that integrate conservation, cultural values, and community empowerment has the potential to be an effective strategy for supporting biodiversity conservation while improving the well-being of indigenous communities.

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1. INTRODUCTION

Indigenous communities, based on Law No. 41 of 1999 concerning Forestry, are defined as community groups with customary institutions, clear territories, and

adhered to laws, and who still depend on the collection of forest products [1]. The presence of indigenous communities is inseparable from cultural systems that are inherited from generation to generation, encompassing traditional knowledge, social systems, and

local technology [2], [3]. One fundamental component of this intangible cultural heritage is the community's traditional ecological knowledge regarding the interaction and management of plant species diversity in the surrounding ecosystem [4].

The Kerinci indigenous people living around Kerinci Seblat National Park (TNKS) possess a unique cultural identity and botanical knowledge. Their cultural activities are rich in the use of biological resources, one manifestation of which is the Kenduri Sko traditional ceremony [5]. This ceremony, which serves as an expression of gratitude for the harvest and the inauguration of the traditional council (*depati ninik mamak*), relies heavily on the presence of various local plant taxa [6]. The use of certain species, such as frankincense (*Styrax* sp.), which is rich in spiritual and magical values, indicates that the Kerinci people's local wisdom is eco-centric [7], [8].

Although discourse on local wisdom in conservation has been widely documented, studies specifically analyzing the correlation between community preferences and tourism products are very limited. Therefore, this study aims to analyze community preferences regarding the use of key cultural species (CCS) as tourism products.

2. METHODS

This study employed an exploratory mixed-methods design. Data collection took place in the Lekuk 50 Tumbi indigenous community, Kerinci Regency. The sample (respondents) were determined using purposive sampling followed by snowball sampling, targeting traditional leaders,

community leaders, and local residents who actively practice cultural rituals.

Primary data were obtained through structured interviews using a Likert-scale questionnaire to measure community perceptions and preferences regarding plant conservation, and in-depth interviews to explore ethnobotany (species utilization). Plant taxonomic identification was conducted directly in the field (field survey) and validated against botanical literature. Qualitative data on utilization and conservation practices were analyzed descriptively and analytically to synthesize traditional conservation strategies.

3. RESULTS AND DISCUSSION

The research revealed that community preferences were influenced by respondents' involvement and interest in utilizing Key Cultural Species (CSCs) as tourism products. The majority of respondents stated that they were not yet involved in utilizing CSCs as tourism products. Those who were involved were mostly involved in performing arts. Respondents who were not involved did so because their primary occupation was not in the tourism sector. The majority of respondents desired to be involved in developing CSCs as tourism products in the future. The most frequently requested plant species to be developed was the pitcher plant, while the most frequently requested animal species was the semah fish. Most respondents desired to be involved in utilizing CSCs as souvenirs and processed food products (Table 1).

Table 1 Respondents' preferences in utilizing SKB as a tourism product

No	Question	Percentage of Answers	
		Already	Not yet
1	Have you been involved in utilizing SKB as a tourism product?	17.8%	82.2%
2	If so, what form of involvement?	8.9% Involved in Performing Arts and Culinary	
3	If not involved, why?	33.3% already have a main job (farming)	

4	Would you like to be involved in the development of SKB as a tourism product in the future?	Yes (96.7%)	No (3.3%)
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The results of the study indicate that the majority of respondents (82.2%) have not been involved in utilizing SKB as a tourism product. So far, the use of SKB is only for cultural needs, even though SKB has value and appeal as a tourism product. Respondents who have not been involved in utilizing SKB as a tourism product are mostly female, adults (26-45 years old), have a high school education, work as farmers, are married, and have a monthly income of 2.5-3.5 million rupiah.

The large number of respondents who have not yet been involved in utilizing SKB as a tourism product is due to the majority (33.3%) already having primary occupations as farmers, and another 20% working in other fields. Respondents who have been involved in utilizing SKB as a tourism product are mostly involved in the performing arts (8.9%). The form of respondent involvement in utilizing SKB as a tourism product is shown in Figures 1 and 2.

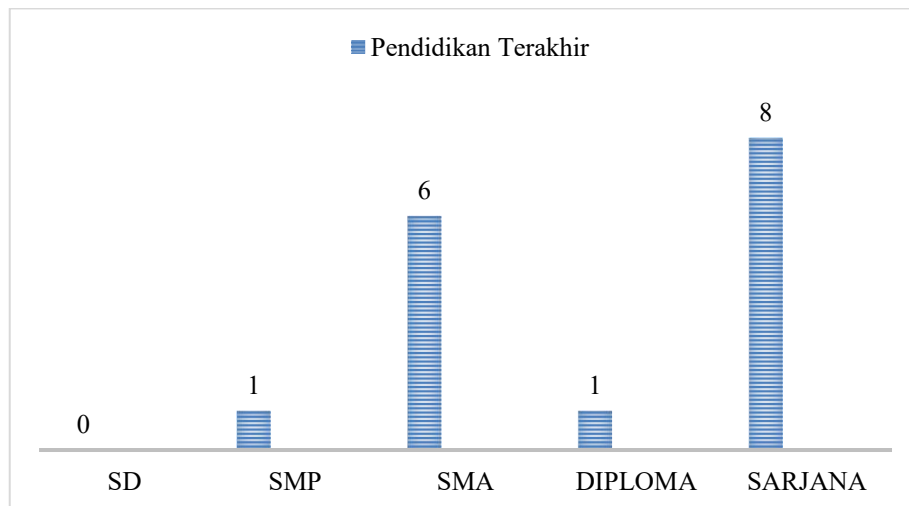


Figure 1. Respondent Involvement Based on Last Education

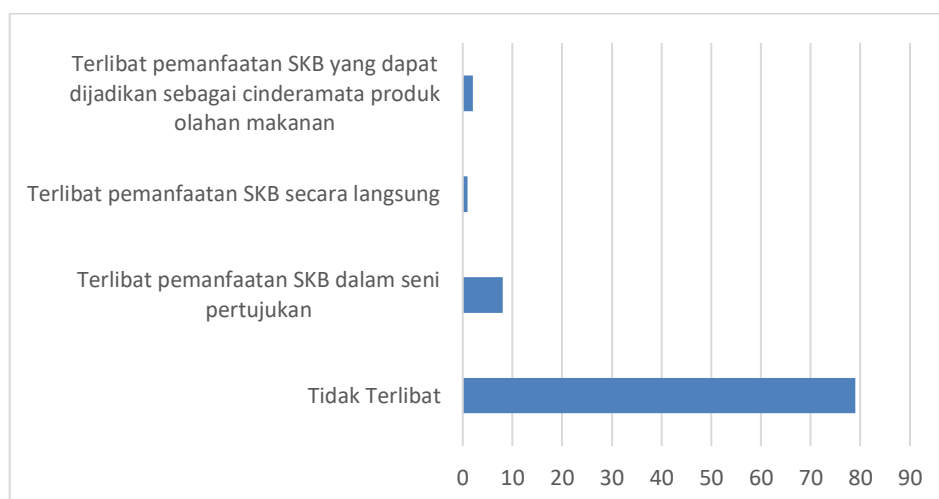


Figure 2. Respondent Involvement in Utilizing SKB A Tourism Product

The majority of respondents (96.7%) expressed interest in developing SKB as a

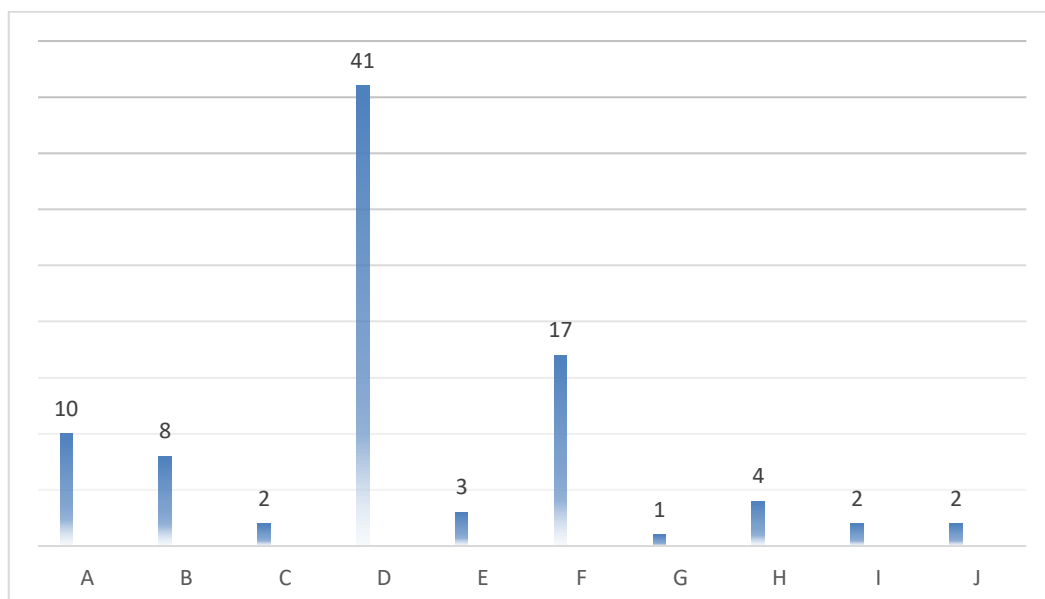
tourism product. Only 3.3% of respondents stated they were not interested in

participating. This indicates that the Lempur Mudik community has a strong desire to participate in tourism development. The 3.3% of respondents who expressed no interest in developing SKB as a tourism product were those who already had permanent jobs and a substantial source of income. This influenced their interest in involvement.

The results of the study showed that the pitcher plant (*Nepenthes ampullaria* Jack) is the most popular plant species for development as a tourism product (56.7%), while the semah fish (*Tor douronensis*) is the most popular animal species (68.9%). The majority of respondents chose the pitcher plant (*Nepenthes ampullaria* Jack) as the SKB plant species they want to develop as a tourism product because of its unique characteristics and is not found in other areas in Kerinci Regency. In addition, the pitcher plant is also considered to be able to be processed into many tourism products, not only educational tourism, but also can be developed as traditional culinary. This traditional culinary can be one of the leading tourist attractions that are part of tourist destinations [9]. The semah fish (*Tor douronensis*) was chosen as an animal that can be developed as a tourism product because it

is considered harmless, can be processed as a food product, and has market value.

The desire to be involved in utilizing SKB as a tourism product that is most in demand by respondents is to be involved in utilizing SKB for souvenirs in the form of processed food products (45.6%), while the type of involvement that is least in demand is being involved as a transportation provider (1.1%). Based on the form of involvement in utilizing SKB that is preferred by the community, the characteristics that have a significant influence are gender, age group, and marital status. A total of 45.6% of respondents want to be involved in utilizing SKB for souvenirs in the form of processed food products, of which 95% are female. This is influenced by the factor of women's daily activities, which are often involved in cooking and making food products. Women often use various types of plants for culinary dishes served at cultural events such as weddings, kenduri sko, and so on (Susanti et al. 2019). This culinary tourism can be one of the tourism products that can be developed because tourists not only enjoy food but also receive education related to learning to cook, seeing the food processing process and so on [10].



Information:

- | | |
|---|--|
| A: Involved in the direct use of SKB | F: Involved in the utilization of SKB as a |
| B: Involved in the use of SKB in the form of | souvenir in the form of replica |
| performing arts | G: Involved as a transportation provider |
| C: Involved in the use of SKB on cultural objects | H: Involved as an advisor |
| D: Involved in the use of SKB as a souvenir for | I: Involved as a homestay provider |
| products | J: Don't know |
| processed foods | |
| E: Involved in the use of SKB as a souvenir such | |
| as a product processed drink | |

Figure 3. Respondents' involvement preferences in utilizing SKB as a tourism product

The age groups that responded most frequently were those aged 26-45 (adults) and those aged 17-25 (adolescents). These results align with [11] statement that age has a significant positive influence on tourism participation. Age is also involved in utilizing SKB as a souvenir for processed food products. Increasing maturity reflects the ability to choose useful and profitable tourism activities [12]. Regarding marital status, 69% of respondents were married, choosing this, which is inseparable from the economic motivation that influences one's preferences, as stated by [13], who stated that tourism has a very strong impact on the community's economy.

Community preferences regarding involvement in the development of SKB as a tourism product can provide information on what forms of development are desirable and feasible. Indigenous communities already possess the capacity to directly develop tourism, in the form of performing arts, cultural artifacts, souvenirs for processed food and beverage products, and the use of SKB as souvenirs in the form of replicas. Furthermore, respondents expressed interest in providing transportation and homestays to support tourism development activities.

4. CONCLUSION

Based on the research findings, the indigenous community of Lekuk 50 Tumbi has significant potential and readiness to develop Key Cultural Species as tourism products rooted in local wisdom. Although 82.2% of respondents had never been

involved primarily because most already have full-time jobs as many as 96.7% expressed interest in participating in their development in the future. The pitcher plant (*Nepenthes ampullaria* Jack) is the most sought-after plant species for development, while the Semah fish (*Tor douronensis*) is the most frequently selected animal species due to its uniqueness, economic value, and potential for processing into tourism and culinary products. The most preferred form of involvement is the production of souvenirs in the form of processed food products, with community preferences also influenced by gender, age, and marital status. Therefore, the development of tourism based on Key Cultural Species must be carried out in a participatory manner through training, mentoring, strengthening local businesses, and management that prioritizes biodiversity conservation and the preservation of cultural values, thereby creating new economic opportunities and sustainably improving the well-being of indigenous communities.

ACKNOWLEDGMENT

The authors would like to thank the Ministry of Culture through the 2025 Dana Indonesiana Cultural Endowment Fund Utilization Program, and the LPDP for their financial support and support for this research. Furthermore, they would like to thank the traditional council (Depati Ninik Mamak) and the Lekuk 50 Tumbi indigenous community in Kerinci Regency, for providing permission and valuable information during the field data collection process.

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