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Local Wisdom-Based Disaster Literacy Management to Improve Tourist Preparedness at the Fathan Hambalang Park Destination in Bogor

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ABSTRACT

This study focuses on disaster literacy management and administration based on local wisdom to improve the preparedness of tourists in Fathan Hambalang Park, Bogor. Indonesia is a country with a large population and is considered highly prone to natural disasters. Therefore, a strategic approach is needed to reduce disaster risk, including understanding disaster literacy. Disaster literacy can help communities understand the risks and effective ways to respond to disasters. This study uses qualitative methods, with data collected through observation and interviews with managers, local residents, and tourists. This study will focus on understanding disaster literacy based on local wisdom to increase the awareness and preparedness of managers, local residents, and visitors in facing potential disasters. The results of this study show that the training and understanding of disaster literacy provided by the Regional Disaster Management Agency (BPBD) and non-governmental organizations (NGOs) have not been implemented evenly. Tourists also realize that disaster literacy is very important for safety. This study emphasizes the importance of good collaboration between managers, local residents, and tourists to create a safer tourist destination environment.

Keywords: *Disaster Literacy, Local Wisdom, Preparedness, Disaster Mitigation, Tourism*

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INTRODUCTION

Tourism is one of Indonesia's key economic sectors. Its abundant natural resources make Indonesia an attractive destination for nature tourism, for both domestic and international travelers. Regions with exotic natural beauty are expected to make a significant contribution to the income of local communities and the national economy. One way to achieve this is by optimally managing natural resources, thereby creating a source of income for tourism operators. In addition to being a foreign exchange earner, the tourism sector also plays a crucial role in national development, particularly in providing employment opportunities and livelihoods for local communities. (Musleh et al., 2023). Every country has varying levels of vulnerability to natural disasters; some are severely affected, while others are less so. One such country is Indonesia, which is highly prone to natural disasters such as earthquakes, floods, tsunamis, landslides, and tornadoes, and has also experienced droughts. A disaster is a natural phenomenon that causes significant damage, loss, or destruction to human life, the environment, and infrastructure. Disaster literacy is a body of knowledge and skills that can be acquired through reading, listening, observing, and discussing disasters (Wilujeng & Suryaningsih, 2022).

Through disaster literacy, communities gain the ability to understand the risks of natural disasters and are able to anticipate them. As a disaster-prone country, Indonesia requires more in-depth disaster studies as part of efforts to develop disaster risk reduction strategies. Currently, various approaches in disaster studies continue to evolve, generally falling into two broad paradigms:

structural and non-structural approaches. Disaster literacy falls under the non-structural approach, which focuses on improving the public's skills and understanding regarding disasters. Although disaster literacy is a relatively new field within disaster studies, this concept holds great potential to serve as a solution, particularly in measuring and building community capacity to cope with disasters (Muktaf, 2017).

The high risk of natural disasters in Indonesia has prompted communities to develop various disaster mitigation efforts that have been practiced since ancient times. Various actions have naturally emerged and have since become part of a culture intertwined with local wisdom. This local wisdom has been preserved and practiced by communities to this day; it serves not only as a means to prepare for impending disasters but also as a vital effort to maintain ecological balance and harmony in daily life. Local wisdom, also known as traditional wisdom, encompasses knowledge, values, norms, customs, and social practices passed down through generations within local communities. This includes various effective strategies for maintaining a harmonious relationship between humans and their environment, including in the context of disaster management (Pratama et al., 2024).

Fathan Hambalang Park is a natural tourist destination located in Hambalang Village, Citeureup Subdistrict, Bogor Regency, West Java (Widyanti, 2022). The park is situated in the Hambalang hills, which are renowned for their beautiful natural scenery and cool air due to their proximity to the mountains. This location has the potential to become a popular tourist destination because it offers breathtaking views from above, including panoramic views of the city of Bogor, the mountains, and expanses of green trees, as well as beautiful hills. The beauty of Fathan Hambalang Park is not only attractive from a nature tourism perspective but also holds great potential to be developed into an environmental education and disaster mitigation site. Given that Fathan Hambalang Park is located in an area prone to natural disasters, such as landslides, West Java Province is among the provinces with a very high risk of natural disasters, making efforts to reduce the impact of disasters critically important. One step that can be taken to reduce these impacts is to improve disaster information literacy, in order to strengthen preparedness (Galih Marlyono & Kamil Pasya, 2016).

In the world of tourism, risk communication plays an increasingly significant role; tourist destinations are often faced with various potential natural or man-made disasters that pose risks to the safety of both tourists and local communities. Therefore, security and safety are not only top priorities but also determining factors in the success of tourism in a given location (Karl & Schmude, 2017). Numerous studies emphasize that the close relationship between security, safety, and the competitiveness of tourist destinations significantly influences the sector's image and sustainability. Tourist destinations that effectively manage disaster risks and ensure visitor safety tend to be more attractive and competitive in the eyes of both tourists and investors.

The disaster literacy study at the Fathan Hambalang Park destination will focus on disaster literacy based on local wisdom, so that residents and local communities can better understand the potential risks in disaster-prone areas. Disaster literacy holds potential as a strategic field of study for the future, particularly within the context of disaster research in Indonesia. This makes disaster literacy an important alternative in disaster studies, especially within the field of communication studies.

This is not the first study on disaster literacy; numerous other studies have examined disaster literacy in tourist destinations. One such study, by Estevão & Costa (2020), focuses on disaster management strategies in tourist destinations. The findings reveal that natural disasters have a significant impact on tourist appeal. This study successfully demonstrated that various management strategies within disaster literacy are considered highly effective for addressing the diverse impacts caused by natural disasters.

In addition to this study, another research on disaster literacy by (Dyahati et al., 2020) addressed "Strategies for Developing Disaster-Aware Tourists in the Puncak Area of Bogor Regency, West Java Province." This study discusses the development of disaster-aware tourism strategies in Puncak, Bogor. The results of this study found that only about 25% of tourists in Puncak have awareness regarding disaster literacy. Therefore, the proposed development strategies include efforts to conduct outreach to raise awareness among tourists about the importance of disaster literacy.

The table below lists previous studies that discuss disaster literacy management at tourist sites.

Research Title	Key insights
Crisis Situations in Tourist Destinations How Can They Be Managed? (Vargas-Sánchez, 2018).	Providing proactive guidance for crisis management at tourist destinations.
The Impact of Post-Disaster Communication on Destination Visiting Intention (Huang et al., 2024).	Examining the impact of post-disaster communication on tourists' intentions in the face of a disaster.
Disaster Literacy in Communication Perspective (Muktaf, 2017).	Focusing on the perspective of communication studies in improving disaster literacy.
Disaster Nursing Perspective: Disaster Literacy (Karabey & Aygün, 2022).	Explaining the importance of disaster literacy from the perspective of post-disaster care.
Disaster Management in Coastal Tourism Destinations: The Case for Transactive Planning and Social Learning (Nguyen et al., 2016).	Emphasizing transactional planning in social learning regarding disaster literacy management.
Disaster Mitigation Model for Sustainable Tourism Development at the Nam Salu Openpit Geosite: Insights from the Belitong UNESCO Global Geopark (FIkri, 2023).	A disaster mitigation model for sustainable post-disaster tourism development.
Design and Preliminary Study of Subsurface Drainage in Hambalang Complex, Bogor (Hidayat et al., 2018).	A study on drainage design to reduce the risk of landslides in Hambalang through the implementation of more effective disaster literacy.

This study offers a novel approach compared to previous research by focusing on enhancing disaster literacy through the integration of local wisdom into disaster-risk-based tourism destination management. Fathan Hambalang Park was selected as the study site due to its strategic location yet vulnerability to natural disasters such as landslides. Unlike previous studies that focused more on risk management strategies or general public awareness campaigns for tourists, this research specifically emphasizes the utilization of local community values as a foundation for enhancing disaster risk understanding. Additionally, another novelty lies in the integration of communication science—specifically risk communication and disaster studies—which is still rarely applied directly in natural tourism areas. This approach not only promotes preparedness among residents and tourists but also builds the image of a safe and sustainable tourism destination. Therefore, this study will discuss the "Model of Disaster Literacy Based on Local Wisdom to Enhance Tourist Preparedness at the Hambalang Park Destination in Bogor." It is hoped that this research will help develop tourists' skills in applying local wisdom to understand disaster literacy.

Based on the background discussion above, the research question is: Fathan Hambalang Park has become one of the favorite tourist destinations for the people of Bogor Regency, attracting significant interest for leisurely weekend getaways. This study examines the preparedness of tourists at the Fathan Hambalang Park destination in facing potential natural disasters. The potential disaster in question is landslides, which constitute the primary concern at the Fathan Hambalang Park destination.

This study aims to understand how disaster literacy based on local wisdom can be applied to increase the awareness and preparedness of tourists and local residents. This study will also analyze how local wisdom influences disaster risk management and its impact on the safety and comfort of tourists and local residents near the Fathan Hambalang Park tourist destination.

Based on the issues described above, the research questions addressed in this study include: 1) How can disaster literacy based on local wisdom be applied to improve tourist preparedness at Fathan Hambalang Park? 2) What role do local residents play in developing effective strategies for disaster mitigation and in understanding disaster literacy at Fathan Hambalang Park? 3) What challenges do local residents and tourists face in understanding and applying disaster literacy at Fathan Hambalang Park? 4) To what extent does local wisdom influence the reduction of disaster risks and the enhancement of tourists' safety and comfort?

METHOD

This research is a qualitative study aimed at examining efforts to reduce the risk of landslides in the Hambalang Park area. According to Law No. 24 of 2007 on disaster management, one of the approaches to disaster management is through disaster risk reduction (Raja et al., 2017). Risk reduction aims to minimize potential negative impacts, and some steps that can be taken include: (1) monitoring local weather conditions, (2) participatory disaster management, (3) fostering a culture of disaster risk awareness, (4) enhancing the commitment of local communities and tourists to disaster prevention, and (5) implementing efforts to ensure compliance with disaster management regulations. To analyze these efforts, disaster risk reduction can be achieved through an understanding of disaster literacy. Analysis of these efforts can be conducted by understanding disaster literacy. This study will employ a qualitative method, with data collection conducted through interviews.

According to Niam et al. (2024), qualitative research methods are an approach designed to understand and explain the meaning of a phenomenon within its natural context. In this qualitative approach, the data collected can take the form of text, images, sound, or other types of non-numerical data, which are then analyzed using an inductive approach. The primary objective of qualitative research is to develop a deep understanding of the context and dynamics of a phenomenon as it occurs.

This study employs a qualitative research method, conducted by going directly into the field to observe and understand phenomena as they occur naturally (Abdussamad, 2021). According to Sugiyono (2021), the qualitative research method is a research method applied to natural situations, with the researcher serving as the key instrument; the results of this research aim to understand meaning and uniqueness, construct phenomena, and identify hypotheses. Data collection techniques include observation, interviews, and documentation. The collected data is then analyzed and processed using triangulation techniques, as outlined in the Miles & Huberman model, which includes data reduction as the initial stage of simplifying data, data display—presenting data in narrative form for easier understanding, and conclusion drawing or verification to provide meaning and interpretation of the research results (Fiddien, 2023).

This study was conducted using a qualitative method. Research Period: October 4–8, 2025. Research Location: Fathan Hambalang Park, Bogor. The research criteria are as follows:

Local Residents	Fathan Hambalang Park Management	Fathan Hambalang Park Visitors
1. Reside in the vicinity of the Fathan Hambalang Park area. 2. Have lived in the area for at least 3 years. 3. Be familiar with the local environment. 4. Have been aware of or experienced natural disasters such as landslides and extreme rainfall. 5. Have received information on disaster preparedness directly from the Regional Disaster Management Agency (BPDB) or a non-governmental organization (NGO).	1. Be directly involved in the management or operations of Fathan Hambalang Park. 2. Understand management policies and safety procedures. 3. Play a key role in providing tourist facilities.	1. Have visited Fathan Hambalang Park. 2. Be at least 18 years old. 3. Be willing to be interviewed. 4. Be aware of potential disasters in the area.

FINDING AND DISCUSSION

Fathan Hambalang Park is located in Hambalang Village, Citeureup Subdistrict, Bogor Regency. Initially, the Hambalang area was known as a region of steep hills that had not been widely explored. Over time, the area's natural potential began to attract attention for development into a tourist destination. Fathan Hambalang Park was established in 2016 by a businessman named Fathan. Initially, the park served as a private collection, but due to its extraordinary natural beauty, the businessman ultimately decided to open it to the public so that it could be enjoyed by a wider audience. The establishment of Fathan Hambalang Park serves as a key initiative to showcase its breathtaking natural beauty, featuring panoramic views of Bogor City from a high vantage point (Juliansyah, 2024). The park is designed with an eco-friendly open-space concept, offering visitors the chance to enjoy the natural scenery, take photos, relax, and experience tranquility amidst nature. This place is also perfect for sunset lovers, as it offers a breathtaking view of the sunset in the evening. The facilities are constantly being updated to enhance visitor comfort, such as seating areas, photo spots, and a café offering a direct view of the mountains.

Fathan Hambalang Park is located in Hambalang Village, specifically in Citeureup Subdistrict, Bogor Regency, West Java Province. Situated at an elevation of approximately 630 meters above sea level, the park offers beautiful views of mountains, residential areas, and lush greenery (Sabrina, 2023). However, it is regrettable that disaster literacy management has not yet been clearly understood by the residents and managers around the tourist site. Below are several images that clearly show that disaster literacy management around the tourist site is not yet functioning properly.



Figure 1. Fathan Hambalang Park
Source: Hambalang Official, 2023.



Figure 2. Stalls and Road Access at Fathan Hambalang Park
Research Source, 2025.

The image shows that the management of the area surrounding the tourist site has not been properly managed, making it highly vulnerable to landslides that could occur at any time.



Figure 3. The area surrounding Fathan Hambalang Park
Source: Researcher, 2025.

The image above shows that the management of the surrounding area and the layout of buildings near the tourist attraction have not been properly addressed; many food stalls have been set up on land that is highly prone to landslides.

Interview Results

This section will provide an explanation and overview of the results of observations and in-depth interviews with informants regarding disaster literacy at the Fathan Hambalang Park destination in Bogor. The table below lists the names of the informants.

Table 1. Informant Names

Name	Interview	Gender
Rahmat	Administrator	Male
Abah	Local residents	Male
Suci Aura	Local residents	woman
Dini Kartika	Tourists	woman
Salsabila Ananda	Tourists	Male
Shafa Nasywa	Tourists	Male
Faridz Nuradzha	Tourists	Male

Source: Researcher, 2025.

The author conducted interviews from October 4 to 8, 2025. The following is a summary of the results of interviews with local residents, site managers, and tourists.

a. Local Residents of Fathan Hambalang Park

According to information from local residents, the disaster preparedness system in the Taman Fathan Hambalang area of Bogor requires improvements in disaster management, as the access roads leading to Taman Fathan Hambalang—which remain highly vulnerable to disasters—need to be properly maintained. This area is highly vulnerable to landslides, particularly during heavy rains following a prolonged dry season; such conditions can cause poor drainage along roads and ditches, thereby triggering landslides around the Hambalang Park area. Fathan Hambalang Park faces serious challenges regarding disaster management, particularly concerning the maintenance and tidiness of road infrastructure as well as the management of the tourism destination system. Disaster management is a process that encompasses safety measures to minimize the occurrence of disasters,

ranging from planning, organizing, and implementing activities to mitigation efforts such as recovering from the impacts of natural disasters that have occurred (Muflih, 2022).

This region, situated in the hills, is prone to natural disasters such as landslides and earthquakes, particularly when the rainy season arrives following a long dry spell. These phenomena often trigger landslides along the access roads to tourist sites; such natural disasters not only threaten the safety of visitors but also damage the ecosystem and infrastructure within the tourist area. To mitigate the impact of these issues, local communities are working to keep drainage channels clear to prevent blockages, and they are also planting trees in areas highly prone to landslides to strengthen the soil structure.

Residents of Taman Fathan Hambalang have also participated in disaster literacy training organized by the Regional Disaster Management Agency (BPBD) and non-governmental organizations (NGOs) that are highly active in disaster preparedness. This training is intended to provide an understanding of quick and efficient ways to respond to natural disasters. However, local residents have not yet fully grasped these concepts due to a lack of outreach and ongoing educational programs regarding disaster preparedness. This lack of awareness and preparedness among local residents is uneven, thereby increasing vulnerability during natural disasters. If this issue is not addressed promptly, the consequences will be increasingly severe, particularly given climate change, which could lead to more intense rainfall and longer dry seasons. Therefore, to address these challenges, the Regional Disaster Management Agency (BPBD) requires strategies to effectively and swiftly manage potential disasters such as landslides, floods, or earthquakes (Islam et al., 2016).

Implementing disaster literacy at tourist destinations is crucial, especially in areas prone to natural disasters, such as Fathan Hambalang Park. Since this tourist destination is located in an area vulnerable to natural disasters like landslides, earthquakes, or the threat of wildfires, which may occur. By implementing disaster literacy, tourists can be better prepared to handle emergency situations, understand evacuation procedures, and take preventive measures. This can minimize the risk of injury or death and reduce the negative impact on local tourism and residents. One of the biggest challenges local communities face in dealing with natural disasters is limited access to timely and accurate information. Additionally, the lack of adequate infrastructure—such as evacuation routes, shelters, or emergency equipment—is also a significant issue. Other factors include low levels of education and disaster literacy, meaning communities are not always prepared or know how to respond correctly. Finally, economic factors also play a role, as communities dependent on natural resources or tourism are often reluctant to leave their homes even when a disaster threatens. With an understanding of disaster literacy, visitors and local residents will be better prepared to face future emergencies. Furthermore, disaster literacy will encourage managers and local communities to collaborate in reducing disaster risks and ensuring the safety of the destination area; this collaboration will create a safer tourism environment that can serve as an attraction for tourists. Attractions themselves are forms of activities, such as natural beauty and events provided at the destination, designed to motivate tourists to visit and return (Nurbaeti et al., 2021). Attractions at tourist destinations are recognized as an effective way to enhance tourism potential, as tourism attractions can maximize the benefits for both residents and visitors to the destination (Huzeima & Salia, 2020).

Local residents also hope that this tourist destination will grow, as it can serve as a source of income for the local community. Tourism development itself is an effort undertaken to advance and improve the destination so that it becomes more attractive to tourists (Barreto & Giantari, 2015). Tourism development in a region is also always evaluated based on the benefits and advantages that will ultimately be gained by the local community (Febrianti et al., 2023). Furthermore, the development of a tourist destination cannot progress further without implementing disaster preparedness measures to address potential risks.

b. Fathan Hambalang Park Management

According to the management of Fathan Hambalang Park, the park's current tourism management system lacks proper infrastructure, including information boards, evacuation routes, and safety procedures—all of which are essential for visitors to understand. The management of Fathan

Hambalang Park plays a crucial role in ensuring visitor safety, given that the destination is located in a hilly area prone to landslides and extreme rainfall.

The integration of local knowledge into destination management has not yet been implemented in a structured manner by the management, despite the local community already practicing disaster mitigation measures. Furthermore, coordination between the management regarding disaster management and the Regional Disaster Management Agency (BPDB) and NGOs has not been effective. This situation indicates the need to strengthen the management's role as a liaison between local knowledge, the community, and tourists in building preparedness and creating a safe and sustainable tourist destination.

c. Visitors to Fathan Hambalang Park

According to visitors, Fathan Hambalang Park is a very refreshing destination that allows visitors to enjoy the panoramic beauty of Bogor City from above. However, visitors recognize that this tourist attraction requires education on disaster literacy, as its location at a high elevation makes it highly vulnerable to disasters such as landslides. Visitors consider disaster literacy to be very important, especially at disaster-prone tourist sites like Taman Fathan Hambalang. Visitors also realize that natural disasters like landslides are difficult to predict and can occur at any time. Therefore, understanding the steps to take in emergency situations will help visitors stay safe.

Visitors also noted that before visiting Fathan Hambalang Park, they did not fully understand or consider the potential risks of natural disasters, and they assumed that the park management had everything under control. In the visitors' view, disaster literacy is considered an essential component of safe tourism management. They believe that tourists visiting the site should be provided with education or information beforehand regarding potential disasters and the steps to take for disaster mitigation, whether through social media promotions or on-site instructions at the tourist location. Disaster mitigation is a series of actions that can be taken to minimize emerging risks, whether through infrastructure development or by enhancing public awareness and capabilities in facing potential disaster threats (Kurniawati, 2020).

Visitors hope that destination managers will provide guidelines on safety, evacuation signs, and relevant information to raise awareness and preparedness in the face of potential disasters. Visitors also recognize that disaster literacy can instill a sense of confidence during their visits, as tourists already know what to do in the event of an emergency. Visitors believe that disaster literacy is not solely the responsibility of tourism managers but a shared responsibility involving all parties, including the local community and tourists who possess knowledge about disaster risks. Overall, visitors to the Fathan Hambalang Park destination agree that disaster literacy needs to be improved; enhancing disaster literacy not only provides a sense of security but will also help managers, local residents, and tourists to be better prepared to respond to potential disaster risks. Improving disaster literacy at tourist attractions means educating visitors; with this knowledge, tourists will be better prepared and know what steps to take in the event of a disaster. Disaster literacy can help make the tourist experience safer and more enjoyable; thus, improving disaster literacy at tourist destinations not only ensures visitor safety but also creates a better, higher-quality tourism environment.

At every tourist destination, visitor satisfaction serves as a benchmark for tourism managers to determine whether the destination is already popular or still lacks appeal. As visitor satisfaction increases, so does the likelihood of repeat visits to that destination (Syahputra & Anjarwati, 2019). Visitor satisfaction also generates positive feedback, as it serves as an indicator of a tourist destination's success. If visitors feel happy and satisfied with their travel experience, they are highly likely to return and recommend the destination to others (Yuningsih & Hardiyansah, 2018).

CONCLUSIONS

The implementation of disaster literacy based on local wisdom plays a crucial role in enhancing tourist preparedness at Fathan Hambalang Park in Bogor, which is located in an area prone to high-risk disasters such as landslides. Its location in a hilly area susceptible to landslides, particularly during the rainy season, necessitates well-planned and sustainable disaster mitigation strategies. With good disaster literacy, the risk of material loss, as well as other threats to tourists and local residents, can be

reduced. Improving knowledge and skills in disaster management makes local communities and tourists better prepared to face emergencies, know the proper evacuation procedures, and understand preventive measures to minimize negative impacts.

Research findings indicate that the Regional Disaster Management Agency (BPBD) and non-governmental organizations (NGOs) have provided disaster literacy training. However, its implementation in the field remains uneven, both among the general public and tourists. This indicates that the level of awareness and preparedness for disasters still needs to be significantly improved, as this disparity hinders efforts to strengthen community vigilance, thereby increasing vulnerability to potential natural disasters.

The research also emphasizes the need for strong and sustained collaboration between destination managers, local communities, and tourists to create a safer environment in Fathan Hambalang Park. More effective mitigation efforts can be achieved by leveraging local wisdom passed down through generations, such as keeping waterways clean, planting trees in landslide-prone areas, educating tourists about disaster risks, mitigation measures, and evacuation procedures—which can be communicated through various channels, both on-site and via social media.

Overall, improving disaster literacy through a local wisdom-based approach not only creates a sense of safety and comfort for tourists but also strengthens disaster response and ensures the sustainability of the tourist destination. By creating a safe, high-quality, and welcoming environment for both tourists and local residents, these efforts will help maintain the positive image of the Taman Fathan Hambalang tourist destination, thereby enhancing its appeal to tourists and investors, and contributing to sustainable local economic growth.

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