



Harmony Between Heritage and Sundanese Culture: An Evaluation of Tourists' Perceptions of Braga's Small and Medium-Sized Enterprises And Their Contribution to Gross Domestic Product

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Abstract

This study examines tourists' perceptions of small and medium sized enterprises operating within the heritage tourism environment of Braga, Bandung, and investigates their perceived contribution to local economic development. The research employs an empirical qualitative approach using observations, semi structured interviews, and documentary analysis involving tourists and enterprise actors. Data were analyzed through thematic coding, categorization, and interpretative analysis to identify relationships among tourism experience, cultural values, enterprise performance, and economic perceptions. The findings reveal that tourists positively evaluate local enterprises through the quality of products, cultural authenticity, and destination experiences associated with the heritage character of Braga. The Sundanese philosophy of Someah Hade Ka Semah emerges as a significant cultural asset that strengthens hospitality, responsiveness, courtesy, and respectful communication, thereby enhancing tourist satisfaction and destination attachment. Positive visitor experiences are further reflected in spending behavior, revisit intentions, and destination recommendations that reinforce enterprise competitiveness and local economic activity. The study concludes that the interaction between heritage assets, cultural values, and entrepreneurial practices creates a sustainable tourism environment that generates perceived economic contributions and supports broader regional development objectives.

Keywords : Heritage Tourism, Sundanese Culture, Tourist Perceptions, Small And Medium Enterprises, Economic Contribution.



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INTRODUCTION

The global tourism industry has undergone a substantial transformation in recent years as destinations increasingly shift from conventional attraction based models toward experience centered paradigms that integrate cultural authenticity, local identity, and community based economic participation into destination competitiveness. Within this evolving landscape, heritage tourism has emerged as a strategic instrument for sustainable urban development because it simultaneously preserves cultural assets and generates economic value through the activation of local enterprises. Contemporary studies demonstrate that tourists are increasingly motivated by meaningful interactions with local culture, indigenous values, and authentic consumption experiences rather than merely physical attractions, indicating that cultural embeddedness has become a critical determinant of destination attractiveness and visitor satisfaction (Setiawan et al., 2024). The growing emphasis on sustainable tourism has further reinforced the importance of local stakeholders in shaping destination performance, particularly small and medium sized enterprises that function as intermediaries between cultural resources and tourism consumption (Suherlan, 2024). At the same time, scholars have argued that local wisdom constitutes a valuable economic resource capable of generating sustainable development outcomes when effectively integrated into tourism ecosystems, highlighting the need to examine how cultural values are translated into economic performance within heritage destinations (Suarminiati & Subanda, 2025).

Existing literature has consistently acknowledged that small and medium sized enterprises play a pivotal role in enhancing destination competitiveness through service quality, product innovation, and the creation of culturally distinctive experiences. Research conducted in various tourism contexts

reveals that enterprise competitiveness is strongly influenced by the ability of local businesses to combine economic efficiency with cultural differentiation, thereby creating unique value propositions that are difficult to replicate by competing destinations (Tam, 2024). Similar observations have emerged from studies examining tourism based local economies, where the strategic empowerment of small and medium sized enterprises contributes not only to visitor satisfaction but also to broader sustainable development objectives (Zahro & Hartiningsih, 2025). At the urban scale, heritage districts that successfully integrate cultural assets with creative business clusters have demonstrated greater resilience and attractiveness because cultural resources become embedded within commercial activities and visitor experiences (Taheri et al., 2024). Research on tourism destination optimization further indicates that destination performance increasingly depends on the capacity of local actors to transform cultural uniqueness into economic value while maintaining authenticity and stakeholder engagement (Syarif & Alghifary, 2024).

Despite the growing consensus regarding the importance of cultural integration and enterprise participation within tourism development, significant conceptual and empirical limitations remain evident in the existing literature. Most studies have predominantly examined cultural heritage, local wisdom, tourism competitiveness, and small enterprise development as separate analytical constructs rather than as interconnected dimensions operating within a unified destination ecosystem. Research concerning tourism enterprises frequently focuses on operational efficiency, competitiveness, or sustainability indicators without sufficiently investigating how visitors perceive the interaction between cultural values and enterprise performance in heritage environments (Tam, 2024). Meanwhile, studies emphasizing local wisdom and sustainable tourism often concentrate on community governance and destination management while paying limited attention to tourists as evaluative actors whose perceptions ultimately influence consumption behavior and economic outcomes (Suarminiati & Subanda, 2025; Suherlan, 2024). Such fragmentation has produced an incomplete understanding of the mechanisms through which cultural identity embedded in business practices contributes to destination image formation, visitor satisfaction, and wider economic performance.

The unresolved nature of this issue possesses substantial scientific and practical implications because heritage destinations increasingly compete in a global tourism market where cultural authenticity and visitor experience function as critical sources of differentiation. The sustainability of local tourism economies depends not only on the preservation of tangible heritage assets but also on the ability of local enterprises to deliver culturally meaningful experiences that strengthen visitor attachment and encourage repeat visitation. Evidence suggests that tourists increasingly evaluate destinations through the quality of interactions with local communities and businesses, making visitor perceptions a strategic variable in determining destination competitiveness and economic resilience (Setiawan et al., 2024). Simultaneously, policy discussions concerning the contribution of tourism to regional and national economic growth often emphasize aggregate economic indicators while neglecting the micro level cultural mechanisms through which small and medium sized enterprises generate value creation and stimulate broader economic activity (Zahro & Hartiningsih, 2025). This gap becomes particularly important in heritage districts where cultural identity functions not merely as a symbolic resource but also as an economic asset capable of influencing consumption patterns and local income generation.

Within this scholarly context, Braga in Bandung represents an especially relevant case because it combines a historically significant heritage landscape with a dense concentration of small and medium sized enterprises operating within a cultural environment shaped by Sundanese values. The philosophy of *Someah Hade Ka Semah* embodies principles of hospitality, respect, and social warmth that have long been recognized as defining characteristics of Sundanese culture and that potentially influence tourists' evaluations of products, services, and destination experiences. Although Braga has received attention as a heritage tourism destination and creative economic hub, limited research has systematically examined how tourists perceive the integration of heritage identity, enterprise performance, and cultural values within this specific setting. Even fewer studies have explored how such perceptions may be associated with broader economic implications, including the contribution of local tourism driven enterprise activities to regional economic growth and gross domestic product formation. Addressing this gap enables a more comprehensive understanding of the relationship between cultural heritage, visitor experience, local entrepreneurship, and economic development.

This study aims to evaluate tourists' perceptions of small and medium sized enterprises operating in Braga while examining the implementation of the Sundanese cultural philosophy of *Someah Hade Ka Semah* within business interactions and service practices. The research further seeks to analyze how the integration of heritage identity and local cultural values contributes to destination attractiveness, enterprise competitiveness, and broader economic outcomes. By positioning tourists' perceptions as the analytical nexus connecting cultural heritage, entrepreneurship, and economic performance, this study contributes theoretically to the advancement of heritage tourism and cultural economy scholarship through a more integrated explanatory framework. Methodologically, the study offers an in depth qualitative perspective that captures the lived experiences and evaluative judgments of tourists within a heritage destination context, providing insights that can support both future academic inquiry and evidence based tourism development strategies.

RESEARCH METHODS

This study employed an empirical qualitative research design to explore tourists' perceptions of small and medium sized enterprises operating within the heritage tourism environment of Braga, Bandung, and to examine the implementation of the Sundanese cultural philosophy of *Someah Hade Ka Semah* in business interactions and service delivery. A descriptive qualitative approach was selected because it enables a contextual and in depth understanding of social phenomena, cultural meanings, and visitor experiences within a real tourism setting (Sugiyono, 2019). The study population consisted of tourists visiting Braga and owners or managers of small and medium sized enterprises engaged in culinary, handicraft, creative product, and tourism related activities. Participants were selected through purposive sampling based on their direct involvement in tourism consumption or enterprise operations within the study area. Primary data were obtained through field observations, direct interactions, and semi structured interviews, while secondary data were collected from tourism literature, heritage studies, and regional economic documents relevant to cultural tourism and local enterprise development (Hidayat, 2019; Mubarak, 2025; Yoeti, 2016). The operational focus of the study included tourists' perceptions of product quality, service quality, cultural authenticity, and destination experience, alongside the manifestation of *Someah Hade Ka Semah* values reflected in hospitality, courtesy, responsiveness, and respect toward visitors.

Data collection instruments were designed to capture both observable practices and participant narratives concerning cultural values and tourism experiences. The analysis followed an interactive qualitative procedure consisting of data reduction, data display, thematic categorization, and conclusion drawing, allowing patterns and relationships among tourism experience, cultural identity, enterprise performance, and perceived economic contribution to emerge systematically (Sugiyono, 2019). To strengthen analytical rigor, thematic coding was conducted through repeated examination of interview transcripts and observation records, with categories developed inductively from the empirical evidence. The trustworthiness of the findings was ensured through source triangulation and method triangulation by comparing information obtained from tourists, enterprise actors, observations, and documentary sources. Credibility was further reinforced through consistency checks across data sources, while interpretative validity was established by linking empirical findings with the broader theoretical perspectives of cultural tourism, heritage destination development, and local enterprise contribution to economic growth. This analytical procedure enabled a comprehensive interpretation of how heritage assets and Sundanese cultural values shape tourists' evaluations of small and medium sized enterprises and their perceived role in supporting broader economic activities.

RESULTS AND DISCUSSION

Heritage Based Tourist Perceptions of Small and Medium Sized Enterprise Products in Braga

Field observations and interview findings indicate that tourists perceive Braga not merely as a commercial corridor but as a heritage environment where products acquire symbolic value through their association with local history and cultural identity. Respondents consistently described purchasing decisions as being influenced by the atmosphere of the destination in addition to product attributes. This pattern suggests that heritage landscapes function as experiential assets that shape consumer evaluation processes. Such findings are consistent with cultural tourism theory emphasizing that visitors seek meaningful experiences connected to local identity and historical narratives (Yoeti, 2016).

Tourists frequently associated product attractiveness with the visual coherence between merchandise and the historical character of Braga. Handicrafts, local culinary products, and creative souvenirs received favorable evaluations when they reflected cultural authenticity perceived by visitors. Interview data revealed that tourists considered authenticity as an indicator of quality rather than merely a cultural feature. Comparable observations have been reported in studies demonstrating that cultural representation strengthens tourism product competitiveness and destination differentiation (Avianto et al., 2024).

A recurring theme emerging from the interviews concerned the importance of experiential consumption. Visitors expressed greater appreciation toward products that communicated stories about Bandung, Sundanese traditions, or Braga's historical evolution. Product narratives appeared to increase emotional attachment and purchase intention among tourists. This finding supports arguments that cultural meaning contributes to value creation within tourism based entrepreneurial ecosystems (Asif et al., 2023).

The findings also reveal that tourists interpreted heritage preservation and economic activity as mutually reinforcing processes. Participants frequently stated that purchasing products from local enterprises represented a contribution to the sustainability of the heritage district. Such perceptions indicate the presence of socially conscious consumption behavior within tourism settings. Similar tendencies have been identified in research highlighting the relationship between sustainability awareness and visitor support for local economic initiatives (Naparín & Karsudjono, 2025).

The relationship between creativity and heritage emerged as another important analytical category. Tourists generally preferred enterprises capable of combining historical aesthetics with contemporary product innovation. Creative adaptation was viewed as enhancing destination attractiveness while maintaining cultural relevance. Previous research similarly argues that creativity strengthens tourism competitiveness when rooted in local cultural resources (Rhama et al., 2026).

Table 1. Main Themes of Tourist Perceptions Toward SME Products in Braga

Perception Theme	Qualitative Evidence from Interviews	Analytical Interpretation
Cultural Authenticity	Tourists expressed preference for products that reflected Sundanese cultural identity and local traditions.	Strengthens destination distinctiveness by reinforcing cultural differentiation.
Historical Atmosphere	Visitors positively evaluated products consumed within the heritage environment of Braga.	Enhances experiential value through the integration of consumption and heritage experiences.
Creative Innovation	Respondents appreciated the adaptation of local cultural elements into contemporary product designs.	Increases market attractiveness by combining tradition and innovation.
Local Economic Support	Tourists perceived their purchases as contributing to the welfare of local communities and businesses.	Encourages responsible consumption and supports local economic sustainability.
Destination Identity	Products were viewed as representations of Braga and Bandung as cultural tourism destinations.	Reinforces place branding and strengthens destination image.

Source: Processed from field observations and semi structured interviews conducted by the authors (2026).

The patterns presented in Table 1 demonstrate that product evaluations extend beyond conventional assessments of functionality and price. Cultural authenticity and destination identity emerged more frequently than economic considerations during interviews. This observation indicates

that symbolic dimensions play a substantial role in shaping tourist preferences. The finding resonates with studies emphasizing the strategic role of heritage assets in generating tourism value creation (Taheri et al., 2024).

Interview narratives further revealed that tourists often compared Braga with other urban destinations in Indonesia. Respondents argued that the uniqueness of Braga derives from the integration of historical architecture and locally produced goods. This combination was perceived as creating a more memorable tourism experience than destinations dominated by standardized commercial products. Similar conclusions have been reported in studies of community based tourism where local uniqueness contributes significantly to visitor satisfaction (Andalecio et al., 2022).

The evidence also suggests that tourists increasingly expect cultural consistency across the destination environment. Several respondents expressed disappointment when products appeared disconnected from the historical character of Braga. Such observations imply that heritage tourism destinations face challenges in maintaining coherence between physical landscapes and commercial offerings. Discussions concerning sustainable heritage tourism similarly emphasize the importance of preserving cultural integrity alongside economic development objectives (Fitriaty et al., 2024).

Another notable finding concerns the relationship between cultural identity and entrepreneurial competitiveness. Enterprises perceived as effectively integrating local values into product design were evaluated more positively by visitors. Tourists frequently associated culturally embedded products with higher credibility and uniqueness. This pattern aligns with studies indicating that cultural resources can function as strategic assets supporting long term business sustainability (Agustiawan et al., 2026).

From a broader management and tourism perspective, the findings indicate that tourist perceptions are strongly shaped by the interaction between heritage environments and entrepreneurial offerings. Products are evaluated not only as commercial commodities but also as carriers of cultural meaning and destination identity. The empirical evidence suggests that cultural authenticity, creativity, and heritage representation collectively strengthen the attractiveness of Braga's small and medium sized enterprises. These factors position local entrepreneurship as a central mechanism linking heritage preservation, tourism experience, and regional economic development (Hidayat, 2019; Mubarok, 2025).

Cultural Hospitality as a Determinant of Service Quality and Tourist Satisfaction in Braga SMEs

Interview findings revealed that tourists consistently evaluated their experiences with Braga SMEs through service related interactions rather than through transactional outcomes alone. Participants frequently emphasized the importance of warm greetings, attentive communication, and respectful treatment during their encounters with business operators. These narratives indicate that service quality was interpreted as a social and cultural experience embedded within everyday interactions. Such observations align with the argument that cultural hospitality functions as a strategic component of tourism satisfaction and destination competitiveness (Suherlan, 2024).

Hospitality emerged as the most dominant theme across interviews with both domestic and non domestic visitors. Tourists described positive experiences when SME operators actively welcomed them, initiated conversations, and demonstrated genuine interest in visitor needs. These practices generated emotional comfort that extended beyond functional service delivery and contributed to favorable evaluations of the destination. Similar findings have been reported in studies emphasizing the role of local cultural values in strengthening tourism experiences and visitor engagement (Adinugraha et al., 2025).

Field observations further indicated that responsiveness played a significant role in shaping tourists' perceptions of service excellence. Visitors appreciated the ability of SME actors to provide prompt assistance, explain products clearly, and respond effectively to questions regarding purchasing decisions. The quality of interaction often influenced overall impressions even when tourists had limited prior knowledge of the enterprise. This pattern supports the proposition that responsiveness represents a critical dimension of service quality within tourism environments characterized by direct interpersonal contact (Farid et al., 2024).

Another recurrent theme concerned courtesy in communication practices. Tourists frequently associated positive service encounters with polite language, respectful expressions, and considerate behavior demonstrated by enterprise owners and employees. Such interactions created an atmosphere of trust that reduced social distance between visitors and local business actors. Cultural studies have

similarly identified respectful communication as an important mechanism for fostering visitor comfort and strengthening tourism relationships (Asif et al., 2023).

The qualitative evidence also demonstrated that the philosophy of *Someah Hade Ka Semah* remained visible in many service encounters across Braga. Participants often perceived hospitality not as a formal business strategy but as an authentic reflection of local social values. This perception enhanced the credibility of service experiences and reinforced positive emotional responses among tourists. Local wisdom embedded in tourism activities has been recognized as an important source of sustainable value creation and community based development (Suarminiati & Subanda, 2025).

Table 2. Tourist Narratives on the Implementation of Someah Hade Ka Semah Values in SME Services

Theme	Representative Findings	Interpretation
Hospitality	Friendly greetings and welcoming attitudes	Positive emotional response
Courtesy	Polite interaction and respectful communication	Visitor comfort
Responsiveness	Quick assistance and clear explanations	Service efficiency
Respect	Appreciation of guests regardless of background	Cultural attachment

Source: Field Interviews and Observations (2026), analyzed by the authors through thematic coding based on Sugiyono (2019).

The patterns presented in Table 2 demonstrate that tourists consistently connected service quality with observable expressions of cultural hospitality. Hospitality, courtesy, responsiveness, and respect were not perceived as isolated service attributes but as interconnected manifestations of the same cultural philosophy. Participants frequently interpreted these behaviors as evidence of sincerity rather than commercial obligation. Such findings reinforce the view that cultural values can strengthen service quality by creating meaningful interpersonal experiences (Adinugraha et al., 2025).

The relationship between cultural hospitality and tourist satisfaction became evident through repeated references to comfort and enjoyment during interviews. Visitors who experienced respectful and attentive treatment expressed stronger levels of satisfaction even when their visits were relatively brief. Satisfaction appeared to emerge from the combination of functional service performance and positive emotional engagement. Research on stakeholder satisfaction in tourism destinations similarly highlights the importance of interpersonal service quality as a determinant of overall visitor evaluation (Suherlan, 2024).

Interview narratives also suggested that positive service experiences contributed to a favorable destination image. Tourists frequently associated friendly interactions with broader perceptions regarding the character and attractiveness of Braga as a tourism destination. Service encounters therefore operated as symbolic representations of local culture and community values. This interpretation is consistent with studies showing that visitor perceptions are shaped not only by physical attractions but also by social interactions occurring during tourism activities (Setiawan et al., 2024).

A further implication concerns the development of loyalty intentions among tourists. Several participants expressed interest in revisiting Braga or recommending the destination to others because of the quality of interpersonal interactions they experienced. Positive service encounters generated trust and strengthened emotional attachment toward local enterprises. Evidence from tourism and branding research indicates that favorable experiences can contribute to stronger loyalty and long term destination support through enhanced image and relational value creation (Le et al., 2024).

From a theoretical perspective, the findings demonstrate that *Someah Hade Ka Semah* functions as a cultural mechanism that transforms service delivery into a meaningful tourism experience. The philosophy contributes to service quality through hospitality, courtesy, responsiveness, and respect while simultaneously supporting satisfaction, destination image, and visitor loyalty. This relationship confirms the strategic relevance of local cultural values within contemporary tourism management and entrepreneurship frameworks. Community based tourism studies similarly emphasize that socially

embedded cultural practices enhance destination competitiveness by strengthening visitor experiences and local stakeholder participation (Andalecio et al., 2022).

SME Competitiveness and Perceived Economic Contribution to Local Economic Growth

Findings from the interviews revealed that tourists perceived Braga's small and medium sized enterprises as important economic actors within the destination ecosystem. Participants frequently reported purchasing local products, spending time in multiple establishments, and engaging in consumption activities beyond their initial travel plans. These behaviors indicate that positive tourism experiences can stimulate broader economic interactions that extend beyond individual transactions. The findings support the argument that tourism consumption contributes to local business sustainability through repeated visitor spending patterns (Tam, 2024).

Tourists commonly described their expenditures as motivated by the desire to support local enterprises while simultaneously experiencing the cultural atmosphere of Braga. Interview narratives suggested that spending decisions were not limited to product acquisition but also reflected emotional attachment to the destination environment. Several respondents stated that they intentionally allocated additional budgets after positive encounters with local businesses. Such observations indicate the existence of spending circulation mechanisms that strengthen economic activity within tourism destinations (Zahro & Hartiningsih, 2025).

The empirical evidence further demonstrated that visitors often extended their duration of stay after engaging with multiple SME offerings. Respondents explained that diverse commercial activities encouraged them to spend more time exploring the area and visiting additional establishments. Longer visitation periods created opportunities for increased consumption across different business categories. Previous studies identify visitor retention as an important factor influencing enterprise competitiveness and destination level economic performance (Tam, 2024; Maseer, 2026).

Interview data also revealed indications of repeat visitation among tourists who had previously visited Braga. Participants associated their intention to revisit with the availability of continuously evolving products and business experiences offered by local enterprises. Repeat visitation reflects a stronger economic relationship between consumers and destination based businesses. Sustainable tourism destinations often rely on recurrent visitor demand to maintain stable economic growth over time (Fitriaty et al., 2024).

Thematic coding further identified frequent visitor recommendations directed toward relatives, friends, and online communities. Respondents reported sharing positive experiences through personal communication and digital platforms after visiting Braga. These recommendations function as informal promotional mechanisms that potentially attract new visitors and expand market reach. Tourism competitiveness literature recognizes visitor advocacy as a significant contributor to destination attractiveness and enterprise growth (Syarif & Alghifary, 2025).

Table 3. Perceived Economic Contributions of Braga SMEs to Local Tourism Development

Economic Dimension	Empirical Findings	Perceived Contribution
Tourist Spending	Frequent purchases of local products and services	Revenue generation
Employment	SME workforce absorption	Income creation
Local Supply Chain	Utilization of local materials and services	Economic circulation
Destination Image	Positive visitor evaluation and recommendations	Increased visitation

Source: Thematic Coding of Interviews and Observations (2026).

The patterns presented in Table 3 demonstrate how tourist perceptions are translated into perceived economic outcomes through interconnected mechanisms. Frequent purchases generate revenue opportunities for SMEs, while local sourcing practices encourage circulation of economic benefits within the surrounding community. Positive destination evaluations also create indirect economic value through increased visibility and visitation intentions. These findings align with research

emphasizing the relationship between tourism consumption and local economic resilience (Naparin & Karsudjono, 2025).

From a competitiveness perspective, Braga SMEs appear to benefit from their ability to transform cultural and tourism resources into marketable economic opportunities. Interview participants consistently linked attractive business environments with greater willingness to spend and return. Enterprise competitiveness emerges not solely from operational efficiency but also from the capacity to create distinctive destination based experiences. Similar conclusions were reported in studies highlighting strategic competitiveness as a critical determinant of tourism enterprise performance (Tam, 2024; Rehman et al., 2025).

The findings also suggest that cultural identity functions as an economic asset capable of supporting entrepreneurial development. Tourists frequently interpreted local cultural characteristics as indicators of business credibility and destination distinctiveness. Such perceptions strengthen market positioning and contribute to long term enterprise sustainability. Research on entrepreneurship and SME excellence emphasizes that intangible cultural resources can become strategic assets that enhance organizational competitiveness and business continuity (Raza et al., 2025; Agustiawan et al., 2026).

Another notable finding concerns the perceived relationship between SME activities and local employment opportunities. Respondents often associated the presence of active enterprises with broader community welfare and economic participation. Although this study did not quantify employment effects, tourists generally viewed SMEs as important contributors to local income generation and economic inclusiveness. Comparable observations have been identified in studies examining community empowerment and enterprise based tourism development (Harsono et al., 2025; Zahro & Hartiningsih, 2025).

The broader implications of these findings extend to sustainable tourism development and destination management. Tourism scholars increasingly argue that economic growth should be evaluated alongside community participation, environmental sustainability, and long term competitiveness (Basu, 2024; Alsharif et al., 2025). The empirical evidence from Braga indicates that positive tourist perceptions encourage economic activities that support local enterprises while reinforcing destination attractiveness. This relationship reflects a form of perceived economic contribution to regional development in which cultural resources, entrepreneurial capacity, and tourism demand interact to strengthen the local economy (Fitriaty et al., 2024; Maseer, 2026).

The integration of findings across this study reveals a sequential relationship linking heritage resources, cultural values, visitor experiences, and economic outcomes. Positive evaluations of SME products encourage tourist engagement, while culturally embedded interactions strengthen satisfaction and destination attachment. These processes subsequently influence spending behavior, revisit intentions, and visitor recommendations that enhance enterprise competitiveness. The conceptual pattern supports the view that the harmony between heritage assets and Sundanese cultural values creates perceived economic contributions that reinforce local tourism development and broader regional economic growth (Andalecio et al., 2022; Avianto et al., 2024).

CONCLUSION

This study demonstrates that the integration of heritage tourism attributes and Sundanese cultural values significantly shapes tourists' evaluations of small and medium sized enterprises in Braga. Tourists perceived local enterprises positively due to the quality of products and experiences that reflected the cultural identity of the destination, while the implementation of *Someah Hade Ka Semah* strengthened service interactions through hospitality, courtesy, responsiveness, and respect toward visitors. These cultural and experiential dimensions generated favorable perceptions that extended beyond consumption activities and influenced spending behavior, revisit intentions, and visitor recommendations. The findings further indicate that positive tourist evaluations contribute to the perceived competitiveness of local enterprises by encouraging economic circulation, supporting local business sustainability, and strengthening destination attractiveness. Although the study does not measure actual gross domestic product outcomes, the empirical evidence suggests that tourism driven consumption and enterprise performance are perceived by visitors as important contributors to local economic development. The study highlights the strategic importance of harmonizing heritage resources, cultural values, and entrepreneurial activities in creating sustainable tourism ecosystems capable of generating both experiential value and perceived economic benefits.

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