
Implementation Community Base Tourism (CBT) Identification

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Abstract

Community-based tourism aims to develop tourism potential by actively involving local communities. Tourism villages are the main focus in the development of community-based Tourism. Indonesia has a rich cultural heritage and natural environment that can provide authentic experiences to tourists. The research identified the potential of developing a tourism village with community participation. The research endeavors to uncover patterns of success and challenges across cases, shedding light on best practices and potential pitfalls in implementing community-based tourism initiatives. The Regional Regulation of Bandung Regency Number 4 of 2019 concerning the 2018-2025 Regional Tourism Development Master Plan, Desa Lamajang is included in the Regional Tourism Development Area (KPPD) for Wisata Petualangan Alam Lamajang, whose tourism product development theme is tourism village areas and special interests, as well as development targets. In the form of applying the concept of developing special interest tourist areas and tourist villages through community empowerment while maintaining the quality of the ecological environment. Furthermore, Desa Lamajang is relevant for implementing community-based tourism because that community participation in increasing tourist interest, especially for Pilot Tourism Village, can support the government's plans for sustainable tourism.

Keywords: Tourism Village, Community Base Tourism, Community Empowerment, Sustainable Tourism

Diterima:; Direvisi:; Disetujui:

INTRODUCTION

Jamal & Robinson, (2011) explained that, tourism has become one of the important economic sectors for many countries, including Indonesia. In the midst of global developments, community-based tourism has emerged as an alternative approach that aims to develop tourism potential by actively involving local communities. Tourism villages are the main focus in the development of community-based tourism, because these villages have a rich cultural heritage and natural environment, and are able to provide authentic experiences to tourists.

Definition and Conceptualization of Community-Based Tourism (CBT) is a multi-faceted concept that has evolved over the years. It involves the active participation of local communities in the planning, development, and management of tourism activities within their regions. Scholars have defined CBT in various ways, but a common thread is the emphasis on community involvement and benefit (Smith, 2017; Jamal & Stronza, 2018). Principles of CBT is guided by a set of principles that distinguish it from conventional tourism. These principles include community empowerment, cultural preservation, environmental sustainability, and economic viability. Researchers have argued that the successful implementation of CBT projects hinges on adhering to these principles (Fennell, 2015; Gurung & DeCoursey, 2019).

The landscape of CBT has evolved significantly since 2015. Several factors, including globalization, technological advancements, and changing consumer preferences,

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have influenced the development of CBT projects worldwide. Understanding this evolution is crucial for assessing the current state of CBT and its future prospects (Mbaiwa & Stronza, 2017; Telfer & Sharpley, 2020). CBT involves multiple stakeholders, including local communities, governments, tour operators, and NGOs. The relationships and interactions among these stakeholders play a vital role in the success or failure of CBT initiatives. This section explores the dynamics of stakeholder engagement in CBT projects. (Dredge & Jamal, 2016; Scheyvens et al., 2021).

CBT faces various challenges, such as over-tourism, cultural commodification, and inadequate infrastructure. However, it also offers opportunities for poverty alleviation, cultural exchange, and environmental conservation. Examining these challenges and opportunities is essential for a balanced understanding of CBT's impact. (Suntikul & Wall, 2017; Gössling et al., 2018) Desa Wisata Lamajang is one example of a tourism village that has great potential to develop community-based tourism. Located in an area rich in natural beauty and local culture, Lamajang Tourism Village has the opportunity to attract tourists seeking authentic experiences and direct interaction with local people (BPS - Badan Pusat Statistik, 2021).

However, according to Suprpto (2017) in developing community-based tourism, there are several challenges that need to be overcome. One of the main challenges is integrating active community participation in every stage of development, from planning to implementation. Before this concept is implemented in a tourist village, it is necessary to find out the level or potential in applying the concept of community-based tourism in a tourism village with significant identification based on the facts and conditions of the community and the existing resources as an effort to develop a tourism village that does not interfere with local community activities but rather the community as a tourism village. tourism actors and still maintain a balance of tourism aspects such as environment, economy, culture and politics in the tourist village.

In the midst of global competition, tourist destinations must face the demands of providing unique and authentic experiences to tourists. Community-based tourism is able to meet this demand by involving local communities in presenting their culture, traditions and lifestyle to tourists. In addition, this approach also has the potential to improve the welfare of local communities through economic empowerment and cultural preservation.

METHODS

In the realm of community-based tourism, the identification of implementation methods involves a systematic approach to understanding the strategies and techniques that empower local communities to engage sustainably in tourism activities. This research aims to discern key methods that facilitate meaningful community involvement, equitable benefit distribution, cultural preservation, and environmental stewardship. The process begins with the selection of case studies showcasing diverse community-based tourism initiatives from different geographical and socio-cultural contexts. Through comprehensive analysis of these cases, both qualitative and quantitative data are collected to uncover the methods utilized. The methods encompass participatory planning, capacity building, cultural education, cooperative management, and stakeholder collaboration. These methods are then assessed in terms of their applicability, adaptability, and impact on the sustainability of the CBT projects. The research endeavors to uncover patterns of success and challenges across cases, shedding light on best practices and potential pitfalls in implementing community-based tourism initiatives.

RESULTS AND DISCUSSION

In the Regional Regulation of Bandung Regency Number 4 of 2019 concerning the 2018-2025 Regional Tourism Development Master Plan, Lamajang Village is included in the Regional Tourism Development Area (KPPD) for Lamajang Nature Adventure Tourism, whose tourism product development theme is tourism village areas and special interests, as well as development targets, in the form of applying the concept of developing special interest tourist areas and tourist villages through community empowerment while maintaining the quality of the ecological environment.

Furthermore, stated in the Decree of the Bandung Regent Number 556/Kep.770-Disbudpar/2022 concerning Designation of Tourism Villages in the Bandung Regency Area, Lamajang Village is included in the Pilot Tourism Village with tourism potential for agriculture, rafting, small and medium enterprises (UMKM), culture, and heritage sites of the Cikondang traditional house.

Based on the above regulations, Lamajang Village is relevant for implementing community-based tourism. The rationale is that community participation in increasing tourist interest, especially for Pilot Tourism Villages, can support the government's plans for sustainable tourism. The sustainable context in question is, with the involvement of the community, especially youth in the age range of 18-40 years as part of the management and development of local tourism, it can escalate local economic growth, relative economic capacity of the community, and community productivity in developing villages through local tourism as a development platform.

CBT in Lamajang Village has basically been implemented, it's just that the community's consistency with the system that has been built is not consistently consistent. Therefore, there needs to be continuous monitoring and evaluation of the implementation of CBT and there needs to be comprehensive cooperation from every stakeholder starting from the Bandung Regency Tourism and Culture Office, Chief of Villages, Tourism Awareness Group (Pokdarwis), and local communities in implementing community-based tourism.

It should also be noted that social dynamics are an important factor that can influence the implementation of CBT, because each implementing component is a human being who has many variables in decision making and operations. The proposed preventive action is tourism education and training from third parties with tourism service parameters and indicators of at least national standards. This proposal is based on the habits of the village community which often simplify every decision making and work must make money. In fact, in starting a tourist village with small material resources we have to utilize them efficiently even though we haven't produced much.

Furthermore, bureaucratic dynamics also need to be considered in implementing CBT. The reason is that every level of structure in the bureaucratic and political phenomenon in Indonesia always experiences unnecessary obstacles, such as miscommunication, illegal levies and unreasonable administrative costs. Therefore, there needs to be significance from the regional head if he is serious about developing Lamajang Village as a Desa Wisata. However, regardless of the social dynamics and bureaucracy of stakeholders, Lamajang Village deserves to be a developing tourist village, which is currently a pilot tourism village with tourist attractions that pamper the tourist experience and local community customs which are Sundanese cultural wisdom that are difficult to find in other places.

CONCLUSION

Based on the research results, it was identified that the implementation of community-based tourism can be carried out, provided that all elements in Lamajang Village can work cooperatively and synergistically in carrying out their respective roles. The community as the main actor in the tourism operational process, stakeholders as tourism developers, and the village government as an extension of the local government in implementing regional tourism development master plan policies can work together in the process of implementing tourism in the village. With quite a lot of tourism potential, especially natural adventure tourism such as Camping Ground Fajar Alam Tour, Batu Eon & Eon Peak Tour, Curug Ceret Tour and Cikondang Traditional House, it is certain that local people know more about management patterns that are in accordance with community norms so that, the implementation of tourism in Lamajang Village can still preserve its authenticity while increasing the interest and experience of visiting tourists.

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