



Implementation of the Community Based Tourism (CBT) Concept in the Development of Sumberdem Tourism Village

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Abstract. The Sumberdem Tourism Village is located in the Wonosari District of Malang Regency. It is situated on the slopes of Mount Kawi, recognised as a site with potential to develop into a tourist destination. The local administration endorses the establishment of a Tourism Village and is optimistic that it will offer remarkable opportunities for community development and economic enhancement. This study identifies the characteristics that facilitate the transition of Sumberdem Village into a tourist destination. The researcher aims to analyse the evolution of Sumberdem Tourism Village. The author employed interviews and documentation methods as data gathering strategies in this research. Interviews were executed systematically, utilising prearranged questions for the participants. The researcher employed SWOT and PEST analytical approaches to enhance the data. Subsequently, researchers employed source triangulation methods to assess the data's validity. This research culminated in a tourism village development strategy that identifies possibilities and risks from both internal and external sources. This research analysis examines the potential effects and future prospects of the study. Sumberdem Village possesses numerous potentials, including coffee plantations, bamboo forests, water springs, and goat farms, alongside social and cultural aspects such as community arts and traditions. The findings indicate that Sumberdem Tourism Village needs assistance from multiple stakeholders to formalise its status as a legitimate tourist destination and to enhance training and development for Pokdarwis and the local population.

Keywords: Tourism, Village, Development, Potential.

1. BACKGROUND

A tourist village comprises attractions, accommodations, and ancillary services integrated within a community framework that harmonises with local cultures (Antara, et al., 2015). Transforming a hamlet into a tourism destination entails assessing and recognising its potential, encompassing natural, cultural, and constructed resources that will entice visitors. These villages ought to possess distinctive attributes.

Tourism villages are characterised as rural regions with captivating local social and cultural activities that serve as attractions for tourists (Utami et al., 2019). A tourist village represents an amalgamation of attractions, accommodations, and ancillary facilities organised inside a cohesive community framework, allowing visitors to experience the prevailing cultures and lifestyles (Dewi, 2013).

According to the Department of Culture and Tourism (2018), tourist villages attract visitors due to the socio-cultural life of traditional communities and the distinctiveness of the rural environment. A tourist hamlet possesses a distinctive allure due to its exceptional natural environment, aesthetic appeal, and temperate climate, with its harmonious social and cultural communities, which collectively enhance its rural charm and draw visitors to the area. The essential elements of a tourist village include: first, accommodation, defined as a dwelling occupied by the owner and partially leased, facilitating tourist engagement with the owner's daily life; second, attractions, encompassing the residents' daily activities and the village's physical environment, where tourists can partake in events such as dancing, festivals, and competitions. Fifth, accessibility. This include the accessibility of communication systems and roadways to the tourist village (Windarsari et al., 2021).

One form of tourism development involves the establishment of a tourist village that showcases the village's potential. The establishment of a tourist village necessitates a comprehensive understanding of the village's traits, strengths, and limitations to ensure that its development aligns with the attractions being marketed. Consequently, local residents can engage in the advancement of the tourism village, thereby facilitating the village's development (Pasyha, 2022).

Sumberdem Village, situated in the Kawi mountain range, possesses several natural resources, including cold springs, rivers, and gardens. Moreover, researchers discovered that Sumberdem Village has cultivated numerous potentials, including thematic villages, tourist villages, and micro, small, and medium-sized enterprises (MSMEs).

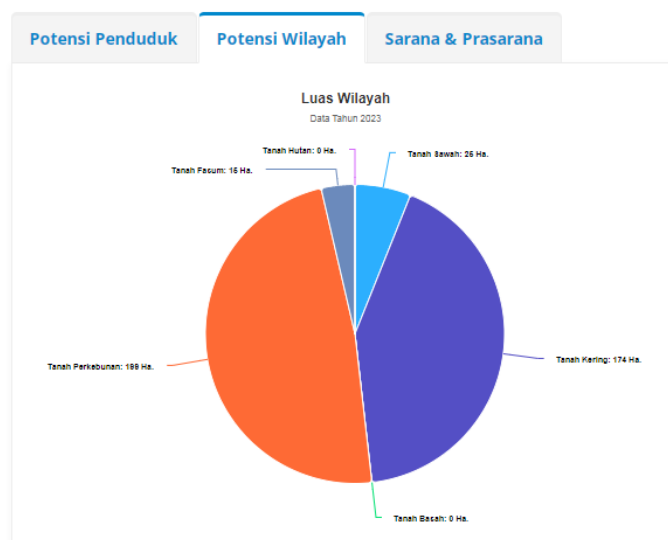


Figure 1. Diagram of the potential area of Sumberdem Village

The thematic villages include Rosella Village, Coffee Village, Livestock Village, Toga Village, Flower Village, KRPL Village, and Lemon Village. Three tourist village locations have been developed: Pine Forest, Umbulan Springs and Watercress Fields, and Coban Winong. The final presentation from the Tourism Village pertains to the advancement of MSMEs through a range of processed products, including coffee, rosella, and lemon products, jali bags, Sakana Craft (shredded catfish), taro chips, banana chips, and packaged herbal medicines (Sukadianto, 2023).

Simultaneously, the issue arising from the interplay between natural and human resources is that individuals are unable to exploit the potential of existing resources for tourism development in their locality. The lack of data from the Tourism Office regarding tourism activities in Sumberdem Village indicates that only nearby residents and transient urban visitors appreciate the natural scenery, unaware that they can engage with the local community to discover indigenous products such as handicrafts, special foods, drinks and other products that give tourists a taste of how the area is (Zakaria: 2014).

Similarly, the local community is deficient in fostering the tourism potential of the region. The supply of amenities and infrastructure remains in the process of organisation and execution by the local community. The local community's role in facilitating access to their area serves as both a catalyst and a foundation for its evolution into a tourist village frequented by many (Zakaria: 2014).

The tourist sector significantly contributes to the national economy. Tourism significantly influences gross domestic revenue and labour demand in areas such as transport, tourism SMEs, and accommodation through a domino effect. The significance of the tourist sector then evolved into a government initiative aimed at promoting tourism throughout diverse regions, positioning it as an alternative development strategy to enhance community welfare. Community-based tourism growth is exemplified by a tourist hamlet (Utami, et al., 2019). The establishment of tourism villages will invigorate rural tourism economic activity, hence enhancing employment prospects for the community and mitigating the migration of individuals from villages to urban areas.

The development of tourism villages is expected to provide many benefits such as the availability of employment opportunities, increasing *additional income* for people living around tourist attraction locations and at the same time encouraging the strengthening of the local economy, increasing local revenue (PAD) and developing local cultural arts. In addition, the development of tourist villages is also expected to become one of the assets of the economic

development of the region, Malang Regency, especially as an alternative economic booster for people living in rural areas (Sugiarti, 2016).

As for tourists, such developments in tourist villages are expected to support the diversification of tourism products that will enhance their travel experience (Sukmararti et al., 2016). Therefore, in order to develop a tourist village, it is necessary to empower or develop the natural and cultural potential as well as the potential of human resources owned by each village that has the potential to become a tourist village so that one day the tourist village is able to become a productive asset that drives the economic progress of its community, especially in rural communities in Sumberdem (Sugiarti, 2016).

The establishment of tourism villages is anticipated to yield numerous advantages, including the creation of employment opportunities, augmentation of supplementary income for residents near tourist attractions, and the simultaneous promotion of local economic fortification, enhancement of local revenue (PAD), and advancement of indigenous cultural arts. The establishment of tourism villages is anticipated to serve as a significant asset for the economic growth of Malang Regency, particularly as an alternative economic stimulus for rural residents (Sugiarti, 2016).

Such advancements in tourist villages are anticipated to facilitate the diversity of tourism offerings, hence enriching the travel experience for tourists (Sukmararti et al., 2016). Consequently, to establish a tourist village, it is essential to enhance the natural and cultural assets, along with the human resources inherent in each village with tourism potential, enabling the tourist village to ultimately serve as a productive asset that propels the economic advancement of its community, particularly in rural areas like Sumberdem (Sugiarti, 2016).

The strategy for enhancing the potential of tourism villages in Sumberdem must be executed completely and integratively, taking into account numerous developments in both the internal and external environments, including trends in national and global tourism development. Consequently, to enhance the potential of tourist villages in Sumberdem, a research is required to investigate their potential and devise a strategy for the development of each tourist town (Sugiarti: 2016).

Franklin et al. (in Samiran, 2018:4) stated that "tourist studies had become stale, tired, repetitive, and lifeless." However, tourism persists in undergoing several disparities, discussions, and advancements. Law No. 9 of 1990 regarding Tourism, in Article 3, delineates the objectives of tourism organisation as follows: to introduce, utilise, preserve, and enhance the quality of tourist sites and attractions; to cultivate national pride; to promote international camaraderie; to broaden and equalise business opportunities and employment; to augment

national revenue for the betterment of public welfare and prosperity; and to stimulate national production income.

2. THEORETICAL REVIEW

Tourism Development Theory

This study utilises the fundamental concept of tourism development. The concept of tourism development serves as the principal framework, as it clarifies the strategies employed to improve and augment tourist attractions, leading to an increased influx of visitors, so enabling both the community and government to reap advantageous outcomes (Paturusi, 2001). The rise of tourism necessitates careful planning. The goal is for the current tourism development to follow the original strategy and achieve the expected results. The principal aim of tourism development is to improve the economic conditions of the region or nation (Santi, 2010).

Definition of Village

According to Law No. 6/2014 defines Villages, including customary villages or those designated by alternative names, as legal community units with defined territorial boundaries, empowered to regulate and manage governmental affairs, community interests, origin rights, and traditional rights acknowledged and respected within the governmental framework of the Unitary State of the Republic of Indonesia.

As per the Regulation of the Minister of Home Affairs of the Republic of Indonesia Number 113 of 2014, a village, including a customary village or any other designation, is defined as a legal community unit with defined territorial boundaries, empowered to govern and manage governmental affairs and the interests of the local populace, based on pre-existing community rights and/or traditional rights acknowledged and respected within the governmental framework of the Unitary State of the Republic of Indonesia.

According to the Law on Villages, Chapter IX, Article 78, Part One, enacted in 2014, Village Development seeks to enhance the welfare of the village community, improve human life quality, and alleviate poverty by fulfilling basic needs, developing village facilities and infrastructure, fostering local economic potential, and ensuring the sustainable use of natural resources and the environment.

Definition of Tourism Village

A tourist village is a type of tourism development that emphasises the role of rural communities and the conservation of the rural environment. A tourism hamlet must possess a valuable cultural offering characterised by robust traditional attributes. Inskip (1991) posits that village tourism is a type of tourism wherein a cohort of tourists resides in or near traditional settings or secluded communities to observe rural life.

According to the Regulation of the Minister of Tourism and Creative Economy / Head of the Tourism and Creative Economy Agency of the Republic of Indonesia Number 1 of 2023, specifically in Article 1, Paragraph 4, tourist attractions are defined as entities possessing uniqueness, beauty, and value derived from the diversity of natural, cultural, and man-made resources that serve as targets or destinations for tourist visits.

Village tourism involves the enhancement of a rural area without altering its existing characteristics, focussing instead on leveraging the inherent potential of the village. This is achieved by utilising the capabilities of local elements, which are managed by residents and serve as attributes of tourist products on a small scale. These elements contribute to a variety of tourism activities that fulfil the diverse needs of travellers, encompassing both attractions and supporting facilities (Kartini, 2020).

Village tourism can be defined as the self-enhancement of a village possessing tourism potential, supplemented with essential amenities such as transportation and accommodation. Moreover, the natural attributes of a well-preserved and aesthetically pleasing rural landscape constitute a significant role in the appeal of tourist villages. The presence of a tourist village renders the community's daily activities appealing to visitors, allowing these villages to maintain their original character while enhancing their uniqueness through inherent traits, culture, and natural ambiance (Masrudin, 2021).

Tourism Village Concept

Rural nature tourism is presently a highly sought-after alternative tourism choice among both domestic and international travellers. Tourists like visiting the village due to the assertion that it offers a unique aspect absent in contemporary tourism. The influx of tourism to the community subsequently led to the emergence of the notion of village tourism. A tourist village is a locale associated with the region's customs, culture, and inherent potential. This is thereafter administered as a tourist attraction based on its potential, targeting the social and economic interests of the local populace (Hermawan, 2016). The local wisdom or local knowledge system mentioned here is a unique body of knowledge inherent to a specific

community or culture, which has evolved over an extended period and has become deeply embedded, often passed down through generations, as a result of the reciprocal interactions between the population and its environment.

The growing interest of tourists in rural natural features presents a significant opportunity in the burgeoning industry of establishing tourism settlements. The advancement of village tourism will serve as a source of revenue for both the village and its community. The village administration and people should use opportunities like this to enhance their economy by developing tourist villages. The tourist village is a rural locale that presents a diverse array of social, economic, and cultural aspects, with the ability to cultivate various tourism elements (Pamungkas et al., 2015).

The effective growth of a tourist village hinges on the ideal synergy of its human resources and natural assets. Furthermore, the necessity for assistance from the local village administration and the population will undoubtedly promote the expansion of tourist villages. The establishment of a tourist village will create employment possibilities and enhance trade of local products, so positively impacting the economic growth of the village community (Zakaria et al., 2014).

A tourist village is a rural area that offers authenticity in terms of socio-culture, customs, daily life, traditional architecture, village spatial structure presented in an integrated form of tourism components such as attractions, accommodation and supporting facilities.

3. RESEARCH METHODS

The research methodology employed is qualitative research. This qualitative method is employed to acquire descriptive data articulated through the written words of individuals and samples utilised as study respondents, as stated by Azwar (2011: 7). Descriptive study seeks to systematically and properly delineate the facts and characteristics pertaining to a population and a certain field. This study was carried out in Sumberdem Tourism Village, situated on the slopes of Mount Kawi, specifically in Sumberdem Village, Wonosari District, Malang Regency, East Java 65161. Esterbeg, as cited in Sugiyono (2019), defines an interview as a dialogue between two individuals aimed at exchanging information and ideas in a question-and-answer format, thereby facilitating the construction of meaning on a specific issue. Esterbeg in Sugiyono (2019) proposes several types of interviews, including organised, semi-structured, and unstructured interviews.

4. RESULTS AND DISCUSSION

Sumberdem is a settlement located in Malang Regency, East Java, within the Wonosari Subdistrict, situated on the slopes of Mount Kawi and bordering Blitar Regency. Sumberdem Village comprises multiple hamlets, namely Sumberingin, Sumber Gelang, Gerdu Laut, Duren Gede, Putuk Rejo, Ambya'an, Ngemplak, and Rekesan. Sumberdem Village encompasses an area of 437.87 hectares and has a population of 4,536 individuals, comprising 2,261 males and 2,275 females. This research employs the PEST analytic framework to examine the influence of external factors on the development of tourism villages in Sumberdem, focussing on political, economic, social, and technological variables.

Political Perspective

One of the variables that promote the development or expansion of tourism is the political aspect, namely the collaboration among political entities, represented by political parties within the government and the business sector. This component is affected by governmental actions in the economic and tourism domains, including the execution of fiscal, monetary, and national tourism policies, with adherence to international standards established by UNWTO and other prominent global organisations (Fasa et al., 2022).

The 2020-2024 National Medium-Term Development Plan (RPJMN) will emphasise the enhancement and administration of high-quality rural destinations to bolster economic resilience and promote equitable growth in rural areas. To align these regulations, Sumberdem Village Regulation Number 5 of 2023 was enacted, addressing the issues of tourism in Sumberdem village that require enhancement in management, infrastructure, and other areas. In light of the constraints faced by Sumberdem village, the district government, the regent, and the forkopinda of Malang district visited Sumberdem village, which was designated as a resilient hamlet during the COVID-19 epidemic, with no residents infected by the virus. The officialdom's participation is significant as it has not submitted a Pokdarwis edict, and Sumberdem Village is still in the process of preparing to become a tourist village.

Before the implementation of these regulations, and informed by interviews conducted in 2009, Governor Pakde Karwo proposed a work program for village development that involved establishing a cooperative, which received full support from local government. This initiative aimed to transform the village into a tourist destination by accommodating thematic village communities and providing necessary facilities. Furthermore, the primary function of the government is to provide support during training and infrastructure development to enhance

knowledge capacity. Subsequently, offer training and coaching while legally engaging third parties to support job programs in tourism promotions.

1) Economic Perspective

The tourism sector positively influences the national economy, as evidenced by data from the Central Statistics Agency (BPS) released on May 2, 2022, indicating that East Java is the city with the highest number of tourists, detailed as follows:



Figure 1. Tourism Development

2) Social Perspective

From a social perspective, the community surrounding Sumberdem village plays a significant role in the tourism development efforts. The residents of Sumberdem village are highly supportive of the initiative to establish the village as a tourist destination, as they recognise the abundant opportunities for growth due to its remarkable natural resources. The people are highly engaged in all labour programs and events conducted. An instance is the village clean-up and gotong royong, which includes a penalty and a fee of Rp.10,000 for non-compliance. The community aids in sustaining the tourism destination and safeguarding the local culture.

The Sumberdem Asri Village program significantly benefits from community involvement, particularly in the organisation of the Sumberdem thematic village. both in facilitating environmental arrangements and managing tourist attractions, including the maintenance and organisation of public amenities and areas. As a local supporter, the cooperative offers a shared cultural representation, including recompense for individuals deserving of aid. The activity is engaging enough to entice tourists for participation.

3) Technology Perspective

The digitalisation of tourist villages facilitates access to information regarding tourism destinations for visitors, while simultaneously reducing expenses for both managers and tourists. Additionally, managers of tourist villages can leverage social media to attract visitors and disseminate information about upcoming events. Sumberdem Village has not yet been promoted as a tourism destination on social media, remaining confined to village management or governmental oversight. Consequently, marketing has not been integrated by the community but directed solely towards business entities or select thematic villages. Sumberdem Village possesses a website, Sumberdem-malangkab.desa.id, which is overseen by the Ministry of Communication and Informatics of the Republic of Indonesia for the period 2020-2024. The website features profiles of villages, governmental structures, associated institutions, services, information, village potential, and legal items. Additionally, they oversee email accounts. sumberdem.wonosari@malangkab.go.id Management is conducted in accordance with the Standard Operating Procedures (SOP), however the Sumberdem Village marketing cooperative relies solely on word-of-mouth for community outreach, resulting in an underutilisation of technology in the advancement of Sumberdem Tourism Village.

5. CONCLUSIONS AND SUGGESTIONS

The evolution of Sumberdem Village into a Tourism Village commenced in 2019, guided by a plan established by the Sumberdem Village Government in the Village Regulation, serving as the primary framework for village development. Based on the author's SWOT analysis and the PEST technique, it can be concluded that Sumberdem Village possesses numerous potentials and strengths for development as a Thematic Tourism Village. This research culminated in the formulation of a tourism village development strategy that encompasses possibilities and risks from both internal and external sources. This research analysis examines the possible impact and prospects of the study. The findings indicate that Sumberdem Tourism Village need assistance from many stakeholders to formalise its status as a sustainable tourism destination and to enhance training and development for Pokdarwis and the local population. This study employed qualitative methodologies and utilised primary data acquired via interviews with key informants. The limitations encompass the researcher's subjectivity. The researcher relies heavily on their interpretation of the implicit meanings in the interviews, hence the potential for bias remains. To mitigate prejudice, a triangulation

procedure was implemented, namely source triangulation. Source triangulation is conducted by verifying data against information from several sources and other study findings.

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