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# LOCAL COMMUNITY-BASED SUSTAINABLE TOURISM DEVELOPMENT TOWARDS COMMUNITY WELFARE

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#### **Abstract:**

Local community-based sustainable tourism is an important strategy in developing a tourism sector that is oriented towards community welfare. This research aims to explore a sustainable tourism development model that involves local communities as the main actors in the management and development of tourist destinations. The method used is literature review by analyzing various previous studies regarding policies, strategies, and social, economic and environmental impacts of community-based tourism. The study results show that the active involvement of local communities in tourism planning and management can improve economic welfare through opportunities and micro-enterprises. Apart from that, the community-based sustainable tourism model also contributes to cultural and environmental preservation by instilling conservation values and local wisdom. However, there are challenges that need to be overcome, such as lack of human resource capacity, capital and access to global markets. Therefore, synergy is needed between the government, tourism industry players and the community in creating an inclusive and sustainable tourism ecosystem. With the right approach, community-based tourism development can be a catalyst in improving community welfare and preserving cultural heritage and the environment.

**Keywords:** Sustainable tourism, local communities, community welfare, cultural conservation, tourism management.

### INTRODUCTION

Tourism is an economic sector that is growing rapidly and is an important source of income for many countries<sup>1</sup>. As an industry that relies on natural attractions, culture and social interaction, tourism has great potential to improve people's welfare, especially in areas rich in cultural heritage and natural beauty. However, tourism growth that is not managed well often has negative impacts such as exploitation of natural resources, environmental degradation and marginalization of local communities. Therefore, the concept of sustainable tourism based on local communities is an approach that is increasingly receiving attention in an effort to create a balance between economic growth, environmental preservation and social welfare<sup>2</sup>.

<sup>&</sup>lt;sup>1</sup> Permatasari, I. (2022). Peran model pengembangan pariwisata berbasis masyarakat (Community based tourism) dalam mewujudkan pariwisata berkelanjutan (Sustainable tourism) di Bali. **Kertha Wicaksana**, 16(2), 164-171.

<sup>&</sup>lt;sup>2</sup> Haerul, H., Rifdan, R., Yamin, M. N., & Didin, D. (2024). *Pengembangan pariwisata berbasis komunitas di Kota Makassar*. **Journal Publicuho**, 7(2), 874-883.

Local community-based sustainable tourism emphasizes active community participation in managing tourist destinations. In contrast to conventional tourism models which are often dominated by large investors, this approach provides opportunities for communities to act as main actors in planning, managing and developing tourism in their area. In this way, the economic benefits resulting from this sector can be directly felt by local communities, either through job creation, business opportunities, or improving social infrastructure3.

Apart from providing a positive economic impact, this tourism model also contributes to cultural and environmental preservation efforts. Through direct community involvement, traditional values can be maintained and passed on to future generations. For example, in community-based tourism destinations, tourists not only enjoy beautiful natural views but also get authentic experiences in the form of traditional arts, customs and daily life practices of local communities. This approach is able to create a more harmonious relationship between tourists and local communities, while encouraging a sense of pride in cultural identity4.

On the other hand, tourism sustainability also relies heavily on environmental protection efforts. Many tourist destinations in the world are experiencing degradation due to excessive exploitation, such as pollution, ecosystem damage, and uncontrolled land conversion. Community-based tourism can be a solution to this problem by adopting environmentally friendly ecotourism practices. For example, conservation-based tourism management which prioritizes the principle of zero waste, the use of renewable energy, and sustainable management of natural resources. In this way, the community not only gets economic benefits but also plays a role in maintaining the balance of the local ecosystem5.

The urgency of developing community-based sustainable tourism is increasing along with changes in tourist patterns who are now more aware of social and environmental issues. Modern tourists tend to look for more meaningful experiences, where they can learn, interact and make a positive contribution to the places they visit. Therefore, developing community-based tourism is not only a profitable strategy for local communities, but also a special attraction for tourists who want an authentic and sustainable tourism experience.

In a global context, international organizations such as the United Nations World Tourism Organization (UNWTO) and the United Nations Development Program (UNDP) have emphasized the importance of sustainable tourism as part of the Sustainable Development Goals (SDGs). Several SDG goals that are closely related to sustainable tourism include eradicating poverty (SDG 1), decent work and economic growth (SDG 8), responsible consumption and production (SDG 12), and action on climate change (SDG 13). Thus, tourism is not only seen as an economic sector, but also as an instrument for achieving more inclusive and sustainable development.

<sup>&</sup>lt;sup>3</sup> Saputra, P. D. A., & Paramitha, M. W. (2024). Analisis potensi dan strategi pengembangan pariwisata berkelanjutan berbasis komunitas di Desa Langgahan Kintamani. INNOVATIVE: Journal Of Social Science Research, 4(5), 2730-2745.

<sup>&</sup>lt;sup>4</sup> Rahmah, S. A. (2024). Pengembangan pariwisata berbasis komunitas melalui pelatihan manajemen sumber daya manusia di Desa Wisata Pantai Cermin. Abdi Dalem: Jurnal Pengabdian Kepada Masyarakat, 1(1), 17-25.

<sup>&</sup>lt;sup>5</sup> Setyaningsih, N., & Latifah, E. (2023). *Pariwisata berbasis komunitas menciptakan nilai baru pada destinasi wisata di Korea Selatan*. **East Asian Review**, 1(2), 83-95.

Even though it has many benefits, community-based tourism development also faces various challenges. One of the main challenges is the lack of human resource capacity to manage tourist destinations professionally. Many local people do not yet have skills in marketing, tourism management, or services to tourists. To overcome this, training and mentoring programs are needed that involve the government, academics and the private sector so that communities can develop their capacity to manage tourism independently6.

Apart from that, access to adequate capital and infrastructure is also an obstacle in developing community-based tourism. Many local communities have extraordinary tourism potential but have difficulty developing basic facilities such as transportation, accommodation and communication facilities. Therefore, support from the government and financial institutions is urgently needed to provide affordable financing and improve infrastructure that supports connectivity between tourist destinations and wider markets.

Another challenge is the lack of synergy between government, the private sector and society in tourism development. In many cases, tourism policies are often made without involving local communities, resulting in inequality in the distribution of economic benefits. Therefore, a collaborative approach involving all stakeholders is very important so that the policies taken truly support the community and ensure the long-term sustainability of the tourism sector.

One successful example of implementing community-based tourism can be found in several tourist destinations in Indonesia. For example, the Nglanggeran Tourism Village in Yogyakarta has succeeded in developing community-based tourism with an ecotourism approach and local economic empowerment. With support from various parties, this village is able to create jobs for the community, increase economic income, and preserve the environment through conservation programs. A model like this can be an inspiration for other regions in developing tourism based on the active participation of local communities?

By looking at the various benefits and challenges that exist, the development of community-based sustainable tourism must be carried out with an integrated strategy. Several steps that can be taken include8: (1) Increasing community capacity through education and training in the fields of tourism management, digital marketing, and tourism service skills; (2) Providing access to capital and infrastructure to support the development of community-based tourism destinations; (3) Providing incentives to tourism businesses that apply sustainability principles such as ecotourism and conservation-based tourism; and (4) Strengthening institutions and regulations that support direct community involvement in tourism management.

With the right strategy, community-based tourism can not only improve community welfare but also have a positive impact on environmental sustainability and local culture. Therefore, this approach must be a priority in inclusive and sustainable tourism development policies. In the midst of increasing awareness of the importance of sustainability in the tourism sector,

<sup>&</sup>lt;sup>6</sup> Sari, D. P., & Wijaya, I. N. (2023). *Implementasi prinsip pariwisata berbasis komunitas dalam pengembangan desa wisata di Bali*. **Barista: Jurnal Kajian Bahasa dan Pariwisata**, 5(1), 105-115.

<sup>&</sup>lt;sup>7</sup> Yulianto, E., & Pratiwi, R. (2023). Strategi pengembangan pariwisata berkelanjutan berbasis warisan budaya di Kota Surakarta. **Jurnal Budaya dan Seni**, 4(1), 60-75.

<sup>&</sup>lt;sup>8</sup> Kurniawan, A., & Suryani, N. (2023). Pemberdayaan komunitas lokal dalam mendukung pariwisata berkelanjutan di Desa Wisata Penglipuran. **Bajang Journal**, 2(3), 99-110.

this model can be an effective solution in creating a tourism industry that is not only economically profitable but also contributes to the preservation of natural and cultural resources.

In conclusion, developing sustainable tourism based on local communities is a strategic step in realizing community welfare. By giving local communities a greater role, the tourism sector can develop more fairly and sustainably. Even though there are various challenges, with the support of the right policies and collaboration between various parties, this model can become the main pillar in creating a tourism industry that is more inclusive, competitive, and provides broad benefits for all stakeholders.

## **RESEARCH METHODS**

This research uses the method Systematic Literature Review (SLR) to examine the concepts, strategies and impacts of sustainable tourism development based on local communities. This method is carried out by collecting, analyzing and synthesizing various relevant previous research.

Data source

The data sources used in this research come from: a. Scientific Journal (Scopus, Web of Science, Google Scholar) which discusses community-based tourism development strategies. b. Organizational Report such as UNWTO (United Nations World Tourism Organization) and the Ministry of Tourism. C. Books and Conference Proceedings related to the concept of sustainable tourism.

Literature Selection Criteria

Literature selection was carried out using the following criteria: a. Relevance: Articles must relate to community-based sustainable tourism. b. Time span: Literature taken within the last 10 years (2013-2023). c. Trusted Source: Articles published in reputable journals or published by international organizations.

Data Analysis Techniques

Data analysis was carried out using a thematic approach, namely grouping findings based on main topics, such as: 1. Community Based Tourism Development Strategy 2. Social and Economic Impacts of Sustainable Tourism.3. Challenges and Solutions in Implementing Sustainable Tourism

Method Systematic Literature Review allows this research to get a comprehensive picture of the best model for developing local community-based tourism towards community welfare.

## RESULTS AND DISCUSSION

The development of sustainable tourism based on local communities has become the main strategy in efforts to improve community welfare and maintain environmental and cultural sustainability. The research results show that this approach has a positive impact on various aspects of people's lives, both in the economic, social and environmental fields. However, the implementation of this strategy still faces a number of challenges that must be resolved so that the benefits can be felt optimally<sup>9</sup>.

From an economic perspective, community-based tourism has been proven to make a real contribution to increasing local community income 10.

<sup>&</sup>lt;sup>9</sup> Wahyuni, S., & Hidayat, T. (2023). Pengembangan ekowisata berkelanjutan berbasis komunitas di Nagari Koto Sani, Kabupaten Solok. Community Development Journal, 3(1), 55-69.

<sup>&</sup>lt;sup>10</sup> Rukajat, A. (2018). *Pendekatan penelitian kualitatif (Qualitative research approach)*. Yogyakarta: Deepublish.

Through direct involvement in various tourism sectors, such as providing homestays, tour guide services, handicrafts and traditional culinary businesses, people have the opportunity to improve their standard of living. Case studies in several tourist villages in Indonesia show that people involved in tourism management have experienced an increase in income of up to 30-50% compared to before the development of the tourism sector. Apart from that, this model also creates new jobs for local residents, who previously depended on the agricultural and fishing sectors as their main livelihood. Thus, community-based tourism plays a role in diversifying the local community's economy, thereby reducing dependence on certain economic sectors that are vulnerable to market fluctuations and climate change 11.

In the social sector, a community-based approach in tourism management has encouraged increased community participation in decision making and management of local resources. In contrast to mass tourism which often excludes the role of local communities, this model ensures that every member of the community has the right and opportunity to contribute to tourism development. This not only increases people's sense of ownership of their tourism assets but also strengthens social solidarity among residents. In some areas, the formation of tourism awareness groups (Pokdarwis) has been an effective mechanism in coordinating community participation and ensuring that the economic benefits of tourism are distributed fairly. In addition, community-based tourism also encourages the involvement of women and marginalized groups in economic activities, thereby contributing to broader social empowerment 12.

From an environmental perspective, the research results show that community-based tourism has great potential in supporting natural and cultural resource conservation efforts. With the awareness that preserving nature is a major asset in attracting tourists, people tend to be more active in protecting their environment. Several communities have implemented ecotourism practices, such as the use of renewable energy, community-based waste management, and reforestation programs to maintain biodiversity around tourist destinations. Case studies in several tourist villages in Indonesia show that a community-based approach has succeeded in reducing pollution levels and significantly improving environmental quality. For example, in several ecological tourism locations, local communities have implemented an integrated waste management system, which includes recycling programs and the use of environmentally friendly materials in tourism activities 13.

However, despite having various benefits, developing community-based sustainable tourism still faces a number of challenges. One of the main obstacles is limited human resource capacity in managing tourist destinations professionally. Many local people do not have adequate skills in the fields of marketing, tourism management and services to tourists. This often hampers the potential for more optimal tourism development. Therefore, a systematic training

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<sup>&</sup>lt;sup>11</sup> Vengesayi, S., & Mavondo, F. (2018). *Tourism destination attractiveness: Attractions, facilities, and people as predictors.* **Tourism Analysis**, 14, 621–636.

<sup>&</sup>lt;sup>12</sup> Suryawan, I. W., & Astuti, N. W. (2022). Pengembangan pariwisata berkelanjutan melalui pemberdayaan masyarakat lokal di Desa Wisata Tenganan Pegringsingan. Jurnal Pariwisata, 9(1), 45-58.

<sup>&</sup>lt;sup>13</sup> Hidayat, R., & Purnomo, E. P. (2021). *Model pengembangan pariwisata berbasis komunitas di Kawasan Wisata Gunung Bromo*. **Jurnal Ilmu Sosial dan Ilmu Politik**, 24(2), 123-138.

and mentoring program is needed to increase community capacity in managing tourism independently and sustainably 14.

Apart from that, limited access to adequate capital and infrastructure is also a major challenge in developing community-based tourism. Many tourist villages have great potential but experience difficulties in building basic facilities such as roads, transportation, accommodation and communication networks. Without adequate infrastructure support, it is difficult for tourist destinations to attract tourists in significant numbers. Therefore, collaboration between the government, the private sector and financial institutions is very necessary to provide affordable financing and investment in infrastructure development that supports connectivity between tourist destinations and wider markets.

Another challenge is the lack of coordination between various stakeholders in managing community-based tourism. In many cases, government policies in the tourism sector are often not in line with the interests of local communities, giving rise to conflicts of interest in managing tourism resources. Therefore, a collaborative mechanism is needed that involves the government, community, academics and the private sector in formulating tourism development policies and strategies that support local interests and are oriented towards long-term sustainability15.

Case studies from several countries that have successfully implemented community-based tourism can be a reference in efforts to increase the effectiveness of this model in Indonesia. For example, in Thailand, the development of a community-based tourism village in Chiang Mai has succeeded in increasing community income and maintaining environmental sustainability through an ecotourism program based on local wisdom. Likewise in Costa Rica, the community-based ecotourism model has made a significant contribution to rainforest conservation as well as improving the welfare of local communities. By learning from the experiences of other countries, Indonesia can adapt best practices in community-based tourism management to ensure that the benefits can be felt by the wider community.

In a policy context, the Indonesian government has recognized the importance of community-based tourism as part of the national tourism development strategy. Various programs have been launched to support the development of tourist villages, such as the program "Nusantara Tourism Village" which aims to increase the competitiveness of tourist villages through local economic empowerment, skills training, and investment in tourism infrastructure. Apart from that, several initiatives such as providing tourist village certification, business capital assistance, and digital-based tourism promotion have also been implemented to encourage the growth of this sector.

However, the implementation of this policy still faces various challenges in the field, especially in terms of coordination between the central and regional governments, as well as in ensuring that the programs implemented truly provide benefits to local communities. Therefore, a more systematic evaluation of the effectiveness of existing programs is needed, as well as increased synergy between the various parties involved in developing community-based tourism.

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<sup>&</sup>lt;sup>14</sup> Lestari, D., & Nugroho, I. (2020). Peran komunitas lokal dalam pengembangan pariwisata berkelanjutan di Desa Wisata Nglanggeran. Jurnal Pengembangan Masyarakat, 6(2), 210-225.

<sup>&</sup>lt;sup>15</sup> Sukmawati, A., & Pratama, I. G. (2019). Implementasi community based tourism dalam pengembangan pariwisata berkelanjutan di Desa Wisata Penglipuran, Bali. Jurnal Kepariwisataan Indonesia, 13(1), 1-15.

In the long term, the sustainability of community-based tourism is very dependent on community awareness and commitment in maintaining their tourism assets. Therefore, education and environmental awareness campaigns need to continue to be encouraged so that people increasingly understand the importance of sustainability in tourism management. Apart from that, strengthening regulations and law enforcement in environmental and cultural protection must also be a priority to prevent irresponsible exploitation of tourism resources.

Overall, the results of this study show that The development of sustainable tourism based on local communities has great potential in improving community welfare and preserving the environment and culture. However, to achieve long-term sustainability, a more targeted strategy is needed, including increasing community capacity, providing adequate infrastructure, collaboration between various stakeholders, and sustainable policy support. With the right approach, community-based tourism can become a main pillar in inclusive and sustainable economic development, thereby providing broad benefits to the community and the surrounding environment.

## CONCLUSION

Local community-based sustainable tourism development is an effective approach in improving community welfare while preserving the environment and culture. This model ensures that local communities are not only recipients of economic benefits from the tourism sector, but also have an active role in planning, managing and monitoring the tourism resources they own. With direct involvement, the community can optimize local potential, create jobs and increase income through various supporting sectors, such as accommodation, culinary, handicrafts and tourism services. In addition, strengthening community capacity through training and mentoring is a key factor in ensuring the sustainability of this model, so that it is able to face global challenges and competition in the tourism industry.

On the other hand, the success of developing community-based tourism cannot be separated from adequate infrastructure support, policies that support local communities, and synergy between government, the private sector and communities. Challenges such as lack of access to capital, limited human resources, and lack of coordination between stakeholders are still obstacles that need to be overcome. Therefore, more inclusive policies are needed, providing incentives for local communities, as well as implementing regulations that protect the environment and local culture.

Overall, a community-based tourism approach has great potential in driving inclusive and sustainable economic development. With the right strategy, this model can be a solution for many regions in developing tourism that is not only economically profitable but also contributes to social welfare and environmental preservation. In the future, strengthening synergy and innovation in community-based tourism management will be the main key in creating sustainable and highly competitive tourism.

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