

A Literature Study on The Development of Tourism Villages in Indonesia: A Community-Based Approach

Anisa Putri Kusumaningrum¹, Kumba Digdowiseiso²

Faculty of Economics and Business, National University, Jakarta¹²

Email: kumba.digdo@civitas.unas.ac.id

Citations: Kusumaningrum, A. P., & Digdowiseiso, K. (2023). A Literature Study on The Development of Tourism Villages in Indonesia: A Community-Based Approach. INTERNATIONAL JOURNAL OF ECONOMICS, MANAGEMENT, BUSINESS AND SOCIAL SCIENCE (IJEMBIS), 3(2), 390–398.

<https://cvodis.com/ijembis/index.php/ijembis/article/view/234>

Abstract.

This research reviews literature studies on the development of tourist villages in Indonesia using the Community-Based Tourism (CBT) approach. Village Tourism is one of the efforts to develop a sustainable tourism sector, involving the active participation of local communities in the development process, and encouraging the preservation of local culture and nature. This literature study provides an overview of the development of the CBT concept in Indonesia, examines the factors that influence the success of tourist villages, and identifies the economic, social, and environmental benefits that can be obtained through this approach. The results of this literature study show that the development of community-based tourism villages can make a positive contribution to local development, cultural preservation, and sustainable development in Indonesia. Nevertheless, Challenges such as lack of managerial capacity and access to resources need to be addressed to improve the sustainability of tourism villages in the future. This study provides important insights for parties interested in developing sustainable tourism in Indonesia and similar countries.

Keywords: Tourism Village, Community-Based Tourism

Publisher's Note:

International Journal of Economics, Management, Business and Social Science (IJEMBIS) remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.



and Social Science (IJEMBIS), Magetan, Indonesia. This article is an open-access article distributed under the terms and conditions of the Creative Commons Attribution-Noncommercial-Share Alike 4.0 International License.

<https://creativecommons.org/licenses/by-nc-sa/4.0/>

Copyright: © 2023 by the authors.

Licensee International Journal of Economics, Management, Business

1. Introduction

The tourism industry in Indonesia has emerged as a significant and expanding economic sector. This nation possesses a wealth of cultural diversity, natural landscapes, and tourist attractions that captivate the interest of visitors hailing from diverse regions across the globe. Tourism serves as a significant contributor to the national economy, while also fostering

favorable outcomes for local social and economic progress. Community-Based Tourism (CBT) is an emerging approach that is garnering growing recognition in the field of tourism development. The concept of Community-Based Tourism (CBT) places significant emphasis on the active engagement and involvement of local communities in various aspects of the tourism sector, including planning, management, and the distribution of benefits. The document encompasses the fundamental tenets of cultural preservation, environmental conservation, and the socioeconomic empowerment of indigenous communities. The development of tourism villages based on Community-Based Tourism (CBT) is gaining significance in Indonesia (Baiquni, 2004).

The core tenets of cultural and natural preservation play a pivotal role within the Community-Based Tourism (CBT) framework. The establishment of tourist villages centered around Community-Based Tourism (CBT) entails a dual emphasis on both economic advancement and the conservation of distinct cultural and environmental assets within each respective area. This encompasses the conservation of indigenous customs, artistic expressions, craftsmanship, language, and other cultural activities, to ensure the authenticity of tourist destinations and prevent cultural erosion. Furthermore, the principle of economic empowerment of local communities is a fundamental tenet in Community-Based Tourism (CBT). This entails providing residents with the chance to participate in the tourism sector, whether it be as service providers, producers of indigenous goods, or entrepreneurs. According to Darsoprajitno (2002), local communities have the potential to enhance their income and elevate their standard of living by engaging in tourism activities.

Indonesia, renowned for its rich cultural and ecological diversity, encompasses numerous villages that possess untapped tourism potential. In numerous instances, these rural communities possess cultural, natural, and historical assets that can serve as captivating points of interest for tourists. By employing a Community-Based Tourism (CBT) methodology, it is possible to enhance this potential while simultaneously upholding cultural and environmental conservation efforts, as well as empowering local communities.

Nevertheless, it is crucial to bear in mind that the establishment of CBT-oriented tourist villages is not devoid of obstacles. The implementation of a comprehensive strategy necessitates meticulous planning, substantial government and organizational support, and substantial investments in managerial expertise and tourism infrastructure. Nevertheless, when effectively executed, this approach has the potential to generate enduring tourist villages, contribute to the welfare of local communities, and offer valuable tourism experiences to visitors (Dirgantara, 2012).

The purpose of this introduction is to provide an overview of the historical context and significance of tourism village development in Indonesia, specifically focusing on the utilization of Community-Based Tourism (CBT) principles. Furthermore, we will elucidate the conceptual framework of Community-Based Tourism (CBT) and examine the utilization of this approach by tourist villages in Indonesia as a means to enhance their tourism prospects. This literature review aims to examine the various factors that contribute to the effectiveness of tourism village development based on Community-Based Tourism (CBT). Additionally, it seeks to explore the potential economic, social, and environmental advantages that can be derived from implementing this approach.

2. Research Methods

2.1. Identify Literary Sources

This literature study is a type of qualitative descriptive research that uses a literature study approach. The initial stage in this methodology is to identify and collect relevant and current literature sources related to the development of Community-Based Tourism (CBT)-based tourist villages in Indonesia. These literature sources include academic journals, books, research reports, and other related publications that contain information about the concept of CBT, tourism village development, and its implementation in Indonesia (Creswell, 1994).

2.2. Selection of Literary Sources

The identified literature sources are then analyzed to ensure their relevance and quality. Sources that were not relevant or did not meet the inclusion criteria were excluded from the study. This selection was carried out carefully to ensure that the literature sources used could provide quality insight into the context of CBT-based tourism village development in Indonesia.

Analysis of Literary Sources

After the literature sources are selected, further research is carried out by analyzing and synthesizing the information contained in these literature sources. The analysis was carried out by examining important aspects such as the CBT concept, factors that influence the success of developing a tourist village, and the economic, social, and environmental benefits that can be generated. This information is then analyzed descriptively to understand trends and findings that emerge in the literature study (Sugiyono, 2004).

Preparation of Research Reports

The results of the analysis of literature sources are prepared in the form of a structured research report. This report includes a literature review on CBT-based tourism village development in Indonesia, including important and relevant findings from the literature sources that have been analyzed. This report was prepared systematically and based on the findings that have been identified. This research method aims to provide an in-depth understanding of the development and relevance of the CBT concept in the development of tourist villages in Indonesia. By exploring insights from related literature, it is hoped that this study can become a basis for further research and practical efforts in developing tourism villages that are sustainable and beneficial for local communities in Indonesia (Moleong, 1995).

3. Results and Discussion

3.1. Development of the Community-Based Tourism (CBT) Concept in Indonesia

The results of this literature study show that the concept of Community-Based Tourism (CBT) has become a significant focus of attention in the context of tourism development in Indonesia. CBT is an approach that specifically emphasizes the active participation of local communities in various aspects of tourism destination management and development. The various literature sources reviewed in this study acknowledge the importance of CBT as an approach that allows local communities to have a greater role in making decisions related to tourism (Darmawi, 2010). In more detail, the explanation of the results of this literature study can be understood as follows (Damanik & Weber, 2006):

Significant Concerns about CBT. Literature studies show that the CBT concept has received increasing attention in the context of tourism development in Indonesia. This reflects recognition of the importance of involving local communities in the process of sustainable tourism development.

Focus on Active Participation. CBT emphasizes the active participation of local communities in tourism-related decision-making. This means that residents have a greater role in planning, managing, and benefiting from their tourism destinations. They have the opportunity to contribute, share local knowledge, and play a role in guiding tourism development.

Improving Local Community Welfare. CBT is considered an approach that can improve the welfare of local communities. By encouraging their participation in tourism activities, CBT can create additional economic opportunities, strengthen cultural identity, and provide social benefits. This can include increasing income, preserving culture, and developing communities.

Sustainable Tourism. One of CBT's main goals is to create sustainable tourism. By involving local communities in the management and development of tourist destinations, this approach tends to pay attention to natural and cultural preservation, as well as a more equitable distribution of benefits.

Authentic Destination Development. CBT is also known for its ability to maintain the authenticity of tourism destinations. By maintaining local traditions, cultural practices, and other unique aspects, CBT creates a more meaningful tourism experience for visitors seeking an authentic cultural experience.

Overall, the CBT concept reflects an approach that focuses on empowering local communities and preserving culture and nature, which is increasingly being considered in efforts to develop sustainable tourism in Indonesia. This literature study is an important basis for understanding and implementing the CBT concept in developing tourism destinations in Indonesia.

3.2. Factors that Influence the Success of CBT-Based Tourism Villages

The literature study also identified several factors that influence the success of developing CBT-based tourism villages in Indonesia. Some of these factors include (Fandeli, 2000):

3.2.1. Community Participation and Involvement

Active involvement of local communities is a key factor in the success of a Community-Based Tourism (CBT) approach. This refers to the role played by residents in the process of developing and managing tourism destinations in their environment. The following is a further explanation of this concept (Fridgen, 1990):

Role in Planning: When local communities are actively involved in tourism planning, they have the opportunity to voice their needs, aspirations, and hopes for tourism development in their region. This means that the tourism plan prepared will better reflect the real needs of the community, rather than only considering the interests of external parties or investors. Their involvement in planning also enables the identification of potential problems or conflicts that may arise, so that they can be anticipated and managed better (Sudana, 2013).

Co-Management: Apart from planning, local community involvement also includes managing tourism destinations. Local communities can play a role in the day-to-day

management of tourist destinations, including maintaining cleanliness, providing services to visitors, and maintaining infrastructure. In this context, they have greater control over the operation and maintenance of their tourism destinations.

Perceived Benefits: When local people experience the economic and social benefits of tourism, they tend to care more about preserving local culture and nature. This is because they see that preserving culture and nature is an important factor in attracting visitors and creating sustainable jobs. In other words, preserving culture and nature is not only a responsibility but also an investment in the economic and social future of their community (Hermawan, 2016).

Sense of Ownership: Local community involvement creates a sense of ownership of the tourism destination. They feel that the destination is part of their own identity and heritage, not just a tourist asset. With this sense of ownership, they are more likely to care for and maintain tourist attractions, as well as prevent unwanted damage or destruction.

3.2.2. Cultural and Natural Preservation

The involvement of local communities also creates internal oversight of cultural and natural conservation. Local communities are effective stewards of nature and culture because they have deep knowledge of their environment. When they are involved in management, they can ensure that destructive tourism practices are not permitted (Hermawan, 2016).

Overall, the active involvement of local communities in CBT development creates a good balance between economically beneficial tourism development and the preservation of valuable culture and nature. This also increases the sense of responsibility and care for their tourism destination, which is an important element in the success and sustainability of CBT (Hermawan, 2017).

3.2.3. Cultural and Natural Conservation

The success of the Community-Based Tourism (CBT) approach is closely related to the preservation of culture and nature. In the context of CBT-based tourism village development, cultural and natural preservation are important and interrelated factors. The following is a further explanation regarding this relationship (Hermantoro, 2014):

Cultural Preservation: Tourist villages that can maintain and preserve their cultural integrity offer tourists authentic experiences. This means that tourists can feel and experience local culture in a real way, rather than just a replica or adapted cultural performance. Tourist villages that preserve their cultural heritage, including traditions, arts, crafts, and other cultural practices, create an attraction for those seeking unique and rewarding experiences.

Authentic Experience: Travelers are increasingly looking for experiences that immerse them in the daily lives of local people. Tourist villages that maintain authentic aspects of their culture allow visitors to interact with residents, learn about traditions, and experience true culture. This kind of experience is more memorable and valuable than one that is commercial and inauthentic.

Tourist Attraction: Tourist villages that maintain their cultural integrity tend to be more attractive to tourists looking for a different experience. This can increase the number of tourist visits and, therefore, support local economic growth. Visitors who are satisfied with authentic experiences are also more likely to leave positive reviews and recommend the destination to others.

Environmental Sustainability: Conservation of nature and the environment is also an important part of CBT. Tourist villages that protect their natural environment, such as maintaining cleanliness and preserving nature, create a beautiful and healthy environment for tourists. This not only benefits the tourist experience but also supports the preservation of natural resources for future generations.

3.2.4. Management and Capacity

Managerial abilities in managing tourist villages and access to training and technical guidance have a very important role in developing Community-Based Tourism (CBT) based tourist villages. The following is a further explanation of how important these two factors are (Kotler, 2002):

Managerial Abilities: Managerial abilities refer to the skills and knowledge required to plan, organize, manage, and supervise various aspects of tourist village operations. This includes budget management, marketing, human resource management, as well as effective decision-making. Without adequate managerial capabilities, tourism village development can become disorganized, inefficient, and vulnerable to problems that may arise.

Access to Training and Technical Guidance: In developing CBT-based tourist villages, residents need training and technical guidance to be able to manage tourist destinations well. The training can cover a variety of topics, such as tourism management, marketing, cultural preservation, and sustainable practices. Access to this training allows residents to understand important aspects of tourism development and to better run tourism operations.

When adequate managerial capabilities and technical training are available, various aspects of tourism village management can be implemented more effectively. This helps avoid problems that can arise, such as budget imbalances, lack of market visibility, or an inability to maintain cultural and environmental sustainability. In some cases, a lack of managerial capacity can be a serious obstacle in the development of CBT-based village tourism and can limit its growth potential.

Conversely, with a strong understanding of managerial aspects and access to relevant technical training, residents can manage their tourism destinations more efficiently and effectively. They can maximize the economic, social, and environmental benefits that CBT can generate while maintaining sustainability and sustainability. Therefore, investment in developing managerial skills and technical training is an important step in supporting the success of CBT-based tourism villages.

3.2.5. Partnership and Collaboration:

Collaboration with external parties such as the government, non-government organizations (NGOs), and the private sector plays a very important role in developing tourist villages. This partnership can have a significant positive impact on various aspects of Community-Based Tourism (CBT)-based tourism village development. The following is a further explanation regarding the importance of collaboration with external parties:

Financing: One of the main benefits of collaboration is additional access to financing sources. Governments, NGOs, and the private sector can provide additional funding needed to develop infrastructure, promote destinations, or support the training and education of local communities. This additional financing can help support the development of tourist villages and overcome financial obstacles that may arise.

Marketing: Collaboration with external parties can also help in marketing efforts. The government, for example, can help in marketing tourist destinations nationally or internationally through larger marketing campaigns. In addition, the private sector, such as travel companies or tour operators, can help in marketing tour packages and reaching a wider audience. This can increase the visibility of tourist villages and attract more visitors.

Infrastructure Development: Good tourism infrastructure is essential to the visitor experience and the growth of tourist villages. Collaboration with external parties can help in infrastructure development, such as road construction, the development of accommodation facilities, and the construction of public facilities. With financial and technical support from external partners, tourist villages can improve their facilities and services.

Provision of Resources and Expertise: Collaboration with external parties can also enable access to additional resources and expertise. NGOs, for example, can provide training in sustainable tourism management or cultural preservation. The government can provide technical support in the development of sustainable tourism plans. With external assistance, tourist villages can overcome challenges that may arise in tourism development and management.

Overall, collaboration with external parties is a smart strategy for developing CBT-based tourist villages. This can assist in financing, marketing, infrastructure development, and procurement of resources necessary to achieve success in sustainable tourism development and provide benefits to local communities and visitors. This kind of partnership creates a win-win situation where various parties can support each other and advance common goals.

3.2.6. Economic, Social and Environmental Benefits

CBT-based tourism village development also has significant benefits. Economically, tourist villages can increase local community income through the tourism sector. In this regard, the literature notes that a more equitable distribution of economic benefits can occur through CBT. Socially, CBT can strengthen cultural identity and promote social development. This can include preserving local traditions, and education, and improving people's quality of life (Hasan, 2015).

In an environmental context, CBT-based tourism village development often focuses on preserving nature and the environment. CBT principles encourage sustainable practices in natural resource management. This literature study shows that CBT-based tourism village development has great potential to support sustainable tourism development in Indonesia. However, to achieve success in developing CBT-based tourism villages, it is necessary to pay attention to factors such as community participation, cultural and natural preservation, managerial capacity, and external partnerships. The economic, social, and environmental benefits of CBT also provide a strong incentive to continue to encourage this approach in developing tourist villages in Indonesia (Anonymous, 2017).

4. Conclusion

This literature study provides an in-depth picture of the development of tourist villages in Indonesia using a Community-Based Tourism (CBT) approach. Based on the results of the research and discussion, several key conclusions can be drawn:

The Importance of the Community-Based Tourism (CBT) Concept: CBT has become an increasingly recognized and applied approach in tourism development in Indonesia. CBT

emphasizes the active role of local communities in the management and development of tourism destinations, creating opportunities for greater participation in tourism-related decision-making processes.

CBT Success Factors: The success of CBT-based tourism village development is greatly influenced by local community participation, cultural and natural preservation, managerial capacity, and external partnerships. These factors must be managed well so that CBT development runs smoothly.

Economic, Social, and Environmental Benefits: CBT-based tourism village development has the potential to provide significant economic, social, and environmental benefits. This includes increasing local community income, strengthening cultural identity, and preserving nature and the environment.

Challenges and Opportunities: Although CBT is promising, there are still challenges that need to be overcome, such as a lack of managerial capacity and expansion of tourism infrastructure. However, CBT also provides opportunities for sustainable development, more equitable distribution of benefits, and preservation of cultural heritage.

In the context of developing tourist villages in Indonesia, CBT is not only a tourism approach but also a foundation for inclusive and sustainable development. By understanding the principles of CBT and overcoming existing challenges, Indonesia can continue to develop tourism villages that are sustainable, competitive, and provide real benefits for local communities and tourist visitors. This literature study can be a basis for further research and concrete action in exploring the potential of tourist villages in Indonesia as sustainable tourism destinations.

References

- Ali Hasan, 2015. *Tourism Marketing*. Yogyakarta: Center for Academic Publishing Service.
- Anonim. 2017. *Ekowisata Kampung Batu Malakasari*. Tersedia (kampungbatu.co.id, diakses 5 Oktober 2023).
- Baiquni, M. 2004. *Manajemen Strategis*. Buku Ajar Pusat Studi Kajian Pariwisata Sekolah Pascasarjana Universitas Gajah Mada
- Creswell, John W. 1994. *Research Design—Qualitative, Quantitative, and Mixed Method*. London: SAGE Dalam Seminar Nasional Ilmu Pengetahuan dan Teknologi Komputer Nusa Mandiri Pertama Tahun 2016, Vol 1, pp 426–435.
- Damanik, J. dan Weber. H. F. 2006. *Perencanaan Ekowisata dari Teori ke Aplikasi*. Diterbitkan atas Kerjasama Pusat Studi Pariwisata (PUSPAR) Universitas Gadjah Mada dan Penerbit Andi."
- Darsoprajitno, Soewarno. 2002. *Ekologi Pariwisata*. Bandung: Penerbit Angkasa.
- Dirgantara, Ahmad Rimba. 2012. *Peran Interpreter dalam Kegiatan Geowisata: Studi Kasus Gunung Tangkuban Perahu*. Tersedia di <https://scholar.google.co.id/scholar?q=%22Ahmad+Rimba+Dirgantara%22&hl>, diakses 15 November 2017.
- Edi Darmawi. 2010. *Pengembangan Kepariwisata Berbasis Masyarakat di Kota Bengkulu*. Bengkulu: Fakultas Ilmu Sosial dan Ilmu Politik UMB Bengkulu.
- Fandeli, Chafid. 2000. *Pengusahaan Ekowisata*. Diterbitkan atas kerjasama Fakultas Kehutanan UGM dengan Pustaka Pelajar dan Unit Konservasi Sumberdaya Alam DIY.

- Fridgen, Joseph D. 1990. Dimensions of Tourism. Educational Institute of the American Hotel & Motel Association.
- Hermantoro, Henky. 2014. Creative-Based Tourism: Dari Wisata Rekreatif menuju Wisata Kreatif. LAP LAMBERT Academic Publishing.
- Hermawan, Hary. 2016. Dampak Pengembangan Desa Wisata Nglanggeran terhadap Ekonomi Masyarakat Lokal. *Jurnal Pariwisata*, Vol 3, No 1, pp 105-117.
- Hermawan, Hary. 2016. Dampak Pengembangan Desa Wisata Nglanggeran terhadap Sosial Budaya Masyarakat Lokal. pp. 426–
- Hermawan, Hary. 2017. Pengaruh Daya Tarik Wisata, Keselamatan dan Sarana Wisata terhadap Kepuasan serta Dampaknya terhadap Loyalitas Wisatawan : Studi Community Based Tourism di Gunung Api Purba Nglanggeran. *Wahana Informasi Pariwisata : Media Wisata*, Vol 15, No1, pp 562-577.
- Hermawan, Hary. 2017. Pengembangan Destinasi Wisata pada Tingkat Tapak Lahan dengan Pendekatan Analisis SWOT. *Jurnal Pariwisata*, Vol 4, No 2, pp 64–74.
- Hunger, J. D. dan T. L. Wheelen. 2001. Strategic Management. Fifth Editions.
- Kotler, Philip. 2002. Manajemen Pemasaran, Terjemahan Hendra Teguh, Edisi Millenium, Cetakan Pertama. Jakarta: Prenhalindo.
- Moleong, Lexy. 1995. Metode Penelitian. Bandung: Remaja Rosda Karya.
- Pitana, I. Gede dan G. Putu. 2009. Sosiologi Pariwisata. Yogyakarta: Andi.
- Sudana, I. Putu. 2013. Strategi Pengembangan Desa Wisata Ekologis di Desa Belimbing, Kecamatan Pupuan Kabupaten Tabanan. *Analisis Pariwisata*, Vol 13, No 1, pp 11–31.
- Sugiyono. 2004. Metode Penelitian Kombinasi. Bandung: CV Alfabeta.
- Victoria br. Simanungkalit, Destry Anna