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Enhancing Local Economies through Community-Based Tourism: Preserving Cultural Distinctions

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Abstract

Community-Based Tourism (CBT) is one of the sustainable strategies that can strengthen local economies through the promotion of localities' distinctive cultural assets. However, a lack of resources and awareness causes many communities to struggle with effectively using their cultural riches. This study explores how CBT can utilize cultural distinctiveness to improve the local economy. Data were gathered through a literature review on community-based tourism, which includes various types of literature on the topic. This study examines how collaboration between government, cultural preservation, and local involvement might help establish sustainable tourism practices. The findings indicate that localities that incorporate their own distinctive cultural legacy into tourist attractions not only attract a greater number of tourists but also offer up additional sources of revenue, particularly for small businesses and craftsmen. Sustainability also depends on collaboration with other parties and proactive engagement in the community. By providing helpful insights into how cultural distinctiveness might promote economic growth through tourism while maintaining cultural preservation, this study offers suggestions for policy to improve the implementation of CBT.

Keywords

Community-Based Tourism, Cultural Preservation, Local Economies, Tourism.

1. Introduction

Indonesia's tourism sector is experiencing significant growth in 2024, which is marked with improvement amount visit traveller international and national. According to data released by the Central Statistics Agency, it was recorded that visit traveller overseas in April 2024 and August 2024 experienced quite a rise significant, especially from neighbouring countries such as Malaysia and Singapore. In April 2024, Indonesia recorded visit traveller overseas as many as 1.07 million and the number traveller national as many as 756,020. In total cumulative, total visit traveller overseas in January to April 2024 experienced increase as much as 24.85% compared to the same period in 2023. Meanwhile, in August 2024, the Central Statistics Agency (Laeq, 2021) recorded as many as 1.34 million visit travellers overseas to Indonesia, where the number of the increase as much as 18.3% compared to year previously. Although so, visit data traveller national precisely experience decline as much as 1.77% compared to month previously with total number of trips as many as 674,600.

Improvement significant in sector Indonesian tourism in 2024 is not only reflected from visit data traveller only, but also from confession international through improvement ranking in Travel and Tourism Development Index (TTDI) 2024. Based on data from TTDI 2024, Indonesia has successfully risen 10 ranks from 2021 and occupy ranked 22nd in the world out of 119 countries. This is making Indonesia a country with performance tourist best second in ASEAN, below Singapore. Deputy Policy Strategic Ministry of Tourism and Creative Economy, Khuznawati & Wahyudi (2023), said that Indonesia is superior in the five pillars of TTDI, such as prioritization of T&T, T&T demand sustainability, natural resources, socio-economic impact, and cultural resources.

Ascension Indonesia's ranking in Travel and Tourism Development Index (TTDI) 2024 is driven by various factors, especially recovery post-pandemic, increase connectivity, and power pull destination diverse tourism, especially tour adventure. Although so, still there is a number of aspects that need to be considered at the level, such as safety and security, prioritization of T&T, openness to T&T, air transport infrastructure, tourist services & infrastructure, and non-leisure resources, so that the Indonesian government must keep going make an effort for overcome challenge and make it tourist as one of the main pillar economies national. Indonesian government has active do various initiative for support growth sector tourism, such as development infrastructure, promotion destination Indonesian tourism on the global stage, as well as give convenience for perpetrator business around area tourism. Efforts this in line with government targets for increase state revenue from sector tourism and make tourist as one of the main pillars economy local (Hendriyani, 2024). On the other hand, the perpetrators tourist keeps going innovate for fulfil needs and preferences tourists are increasing diverse. Development product tour new, implementation technology, and focus on experience authentic tourism become key success for achieve the target. In addition, the power pull traveller to various areas in Indonesia continue increase blessing beauty nature, wealth culture, and friendliness public local.

One strategy that can applied in development and development tourist is through approach community-based tourism (CBT) in Indonesia. CBT is concept that maximizes source Power nature and culture local for increase economy area, preserving environment and culture, as well as create income for public around (Khuznawati & Wahyudi, 2023). So that the objectives of CBT can be achieved, some step required, such as prepare object tour without change form original, build infrastructure appropriate support with characteristics object travel, training public for adapt with change view in welcome tourists, as well as to form institutional village tourism based on partnership and distribution fair benefits. Collaboration

between stakeholder interests, good from government, sector private, as well as public local, very important for ensure the success of the CBT program. With thus, CBT does not only become innovation in creation field work and improvement economy based on source power local, but also become support economy public in face uncertainty economy.

The development of CBT involves diverse stakeholder interests with roles and responsibilities different answers. Government functioning as facilitator, regulator, and coordinator in development tourism. Private sector plays a role as developer and implementer activity tourism, while public as host play a role important in management and development destination tourism. The implementation of CBT emphasizes participation active society in every stage development, start from planning until management. In addition, the community No only play a role in management object tourism, but also has right for to obtain benefit more economy big, increase quality live, preserve environment and culture local, as well as strengthen identity local area tour (Sarudin, 2018). Success implementation Community-based tourism (CBT) abroad is greatly influenced by factors like leadership strong local, participation active society, and work same effective between society, sector private sector, and NGOs. In some areas, such as in villages Sâncraiu and Viscri, good leadership and structure organizations that support has been succeeded push management sustainable tourism. However, the challenges like lack of coordination and leadership on site others, such as in Rimetea, can hinder development inclusive tourism. This is show that good coordination and the existence of figure leadership accepted by all very important party in manage and develop tourist based on community (Nagy & Segui, 2019).

In addition, in the Philippines, the approach based on community involving partnership between society, sector private sector, and NGOs show potential big for empowering society and improve welfare local (Gutierrez, 2019). Likewise in Kenya, interventions capacity community in initiative conservation based on public show potential growth inclusive. Although thus, the challenge like political local and relationships power can hinder achievement desired result. Therefore, that's important for notice governance, funding and value issues culture in planning as well as implementation CBT project so that it can reach inclusive and sustainable growth (Imbaya et al., 2019). In Indonesia, Candirejo Village is located about 3 km to direction southeast from Borobudur Temple, to example successful implementation of CBT. Tourism Village Candirejo offer various type tourism managed by the Tourism Village Cooperative Candirejo. Although separated from government village, cooperative This still responsible answer in report activity to government village Candirejo. Cooperative This involving various community local, such as coachman andong, homestay owner, manager tour natural stone jug, craftsman industry home, guide local, farmer, artist, manager bicycle, raft rapids, and others, all of which is inhabitant original Candirejo village (Ahsani et al., 2018).

Management village tour fully done by the community local with maximize potential village without leave activity every day and wisdom existing local. With thus, society keep going innovate for give mark add and benefits economy both economic and non- economic for its community. Implementation CBT concept in Tourism Village Candirejo aiming for increase welfare public in a way comprehensive, where not only source power nature (natural resources) that are empowered, but also the community village follow involved direct in every activity tourism. This is proving that potential the biggest from a village is source Power human resources (HR). When people working in the informal sector are invited for develop product featured village, village human resources become a very valuable asset for progress community (Ahsani et al., 2018). With thus, research This aiming for understand in a way deeper role community-based tourism in effort increase

economy local through preservation uniqueness culture with to study literature relevant previous.

2. Literature Review

Community-Based Tourism (CBT) is a type of tourism where local communities invite tourists to stay in their communities. Through CBT, visitors can understand the local environment and biodiversity while respecting the culture, rituals, and traditional knowledge of the community. CBT is seen as a way for local communities to gain economic benefits by marketing their products to tourists, including the community environment, lifestyle, natural resources, and local culture. In addition, CBT is considered a development program that increases social and cultural benefits for the community through direct interaction with tourists (Iqbal & Ahmed, 2021).

CBT can also be defined as a form of tourism related to the management approach in tourist destinations. Nagy & Sagui (2019) stated that CBT is a location-based development model that utilizes tourism to create economic, social, and cultural benefits in local communities, especially when applied in rural areas, small towns, or areas with limited access (Hidayat et al., 2023). In addition, CBT is also a development model that prioritizes local community participation in managing tourism resources in order to maximize economic benefits for them and reduce the negative impacts of tourism activities. Through CBT, communities can manage tourism potential independently because they have a deep understanding of the characteristics of their area (Syarifah & Hersugondo, 2024). In addition to improving the local economy, CBT contributes to the conservation of natural resources by prioritizing community welfare and environmental policies that protect customs and traditions, while strengthening local cultural identity (Fauzi et al., 2022). Therefore, CBT supports sustainable tourism, maintains biodiversity, and adapts planning and management to local conditions. Various countries have adopted the CBT model because of its effectiveness in strengthening local economies, preserving culture and nature, and improving community welfare, making it an inclusive and sustainable approach to tourism development (Putra et al., 2023).

Sustainable tourism is a form of tourism that aims to minimize negative impacts on the environment and local communities while maximizing economic benefits. This is because the tourism sector helps in the creation of various new livelihoods that previously did not exist, which usually tend to be livelihoods that require the creativity of an individual or group in an area as well as new opportunities in introducing and selling local products (Yunikawati et al., 2021). Sustainable tourism development management must maintain high satisfaction with tourist needs, ensure a significant experience for consumers, increase their awareness of sustainability issues, and disseminate sustainable tourism practices among them (Streimikiene, 2021). One effective model for realizing sustainable tourism is community-based tourism (CBT). Because community-based tourism is now an alternative to being able to provide community welfare and community empowerment towards sustainable tourism (Bagus et al., 2019).

3. Methods

This study aims to deeply understand the role of Community-Based Tourism in efforts to improve the local economy through the preservation of cultural uniqueness. Thus, this study uses a literature study method to review relevant previous literature to identify patterns related to Community-Based Tourism to improving the local economy which includes various types of literature discussing this topic as well as the latest developments in related subjects. The literature review method was chosen because it is able to provide developments and fill gaps in previous research. The selection of data sources was carried out by identifying

various relevant literature related to community-based tourism, cultural preservation, cultural uniqueness, local economy, and sustainable tourism.

4. Results

The goal is to make it easier for readers to understand the general framework of the research that has been conducted and to compare findings from various sources (Hamu et al., 2021). Several studies highlight the importance of community participation in the development of Community-Based Tourism (CBT) to ensure social, economic, and environmental sustainability. Alqiz Lukman (2019) emphasizes that, despite the lack of a direct historical connection to the local community, the reuse of the USAT Liberty shipwreck as a tourist asset has motivated local residents to participate in conservation efforts and preserve the site's values. This shows that heritage site management can be effectively maintained through a bottom-up approach. On the other hand, Family & Petrick (2021) found that, although collaborative decision-making processes were in place, some stakeholders expressed concerns about low participation, insufficient representation, and underemployment. This highlights the need for more inclusive and responsive governance processes in tourism development. Yea & Liow (2022) explored the trade-offs between tourist walkability and the quality of life for local residents, suggesting that government policy should mediate these impacts. McNaughton et al. (2020) propose that a human-centered participatory framework can empower community tourism by enhancing the visibility and service provision for small operators, which can contribute to sustainable development and the achievement of SDG 11 (Sustainable Cities and Communities). Similarly, Bagus et al. (2019) found that CBT often contrasts with large-scale tourism, as local communities lack the resources and decision-making power, making them vulnerable to exploitation. They recommend greater coordination among institutions and strategies to protect cultural landscapes and empower local communities (Mulyana et al., 2022).

Other studies, like those by Priatmoko et al. (2021), demonstrate that formal education and training have a positive impact on the creativity and organizational attitudes of community participants, which are vital for the sustainability of tourist villages. Dolezala & Novell (2020) note that in Bali, CBT provides villagers with the opportunity to assert their agency and autonomy, helping to restore balance in areas affected by mass tourism. However, challenges related to power dynamics and unequal access to training hinder the overall sustainability of CBT projects. Further research by Iqbal & Ahmed (2021) in Jammu and Kashmir and by Novandi & Adi (2021) in Tamansari Village shows that CBT can enhance local economic welfare by increasing employment opportunities and entrepreneurial activities. However, challenges such as unequal distribution of benefits and infrastructure limitations require careful management. In conclusion, these studies suggest that CBT can be an effective model for local empowerment and sustainability (Ramadhan et al., 2024). However, successful implementation requires careful, collaborative management among local communities, governments, and the private sector to overcome challenges and ensure that the benefits of tourism are shared equitably among all stakeholders (Putranti et al., 2020).

5. Discussion

Preserving cultural uniqueness is a conscious effort to maintain and care for the priceless heritage of our ancestors. Culture is the identity of a nation, a reflection of history, and a glue of unity. By preserving culture, we not only respect the noble values of our ancestors, but also maintain the diversity and wealth of the nation. Losing culture means losing our identity and historical roots. Preserving cultural heritage is the duty and responsibility of all components of society, because the

identity of a nation can be seen from the culture possessed by the nation concerned. To preserve cultural uniqueness, joint efforts are needed from various parties. Preserving culture is the duty and obligation of all elements of society to continue to maintain it so that the culture is not lost to the changes of the times (Priatna, 2017). The government can play an active role in formulating policies that support cultural preservation, for example by maintaining cultural preservation by highlighting the uniqueness of local culture through tourism (Amirudin et al., 2024).

Local communities can also have an important role in maintaining and preserving culture through their participation in the development of cultural tourism. What the community can do is start by maintaining culture and how to promote their culture through the tourism sector. According to Sari et al. (2022) promotion of cultural tourism is also important to increase awareness and interest of tourists in the uniqueness of local culture. By presenting the uniqueness of local culture as the main attraction of tourist destinations, tourism not only contributes to the economy, but also becomes an effective medium to introduce and preserve cultural values to the wider community, both domestic and foreign. By developing the tourism sector in the area, this can help the area to develop and also have something interesting in the eyes of tourists who will visit the tourist village and of course will improve the standard of living of the people in the area (Lusi & Anggriana, 2023).

Improving the economy of local communities can be done through local economic development. According to Huda (2020) Local economic development is a participatory process of the community, local government, and the private sector to increase local competitiveness through available resources with the aim of creating decent jobs and sustainable economic activities. Effective collaborative local economic development between the private sector and the community is the most important and primary thing in driving local economic development (Judijanto et al., 2024).

The main principle in local economic development is partnership, so that the success and sustainability of the local economic development program is largely determined by good cooperation between local governments, the private sector, and the community through strengthening local capacity and skills development, communities are able to play a more active role in economic development (Yee & Rahman, 2019). Therefore, regional policies are needed that are able to provide stimulants and encourage the exploration of regional economic potential into real forms (Rakib., 2017). Because the main objective of local economic development itself is to create and increase employment, the more jobs develop for local communities, the more the welfare of local communities will increase. The implementation of community-based tourism (CBT) has a significant role in improving the local economy. Through active community involvement in managing tourism villages, CBT is not only able to open new jobs and increase income, but also encourage sustainable economic growth (Khusnawati & Wahyudi, 2023). In Kebon Ayu Village, CBT has provided a multiplier effect, which has an impact not only on the economic sector, but also on the social and environmental sectors. Local communities are involved in various tourism activities, from culinary sales to nature-based and cultural tourism, which provide fairer and more sustainable benefits (Utami et al., 2022).

The implementation of CBT in Tamansari Village also shows that CBT has succeeded in significantly boosting the local economy. By creating various job opportunities in the tourism sector, such as tour guides, homestay managers, and tourism-based MSMEs, CBT not only reduces unemployment but also increases community income. Community involvement in tourism management encourages the growth of local entrepreneurship, such as the production of handicrafts and culinary specialties. In addition, CBT contributes to improving the quality of life of the community through increased income, economic diversification, and changes in

mindset that are more open to business opportunities in the tourism sector (Novandi & Adi, 2021).

Continuous innovation, such as the development of unique tourism products, improving tourism facilities, utilizing digital technology, and marketing through social media, as well as collaboration with various parties, are the keys to the success of CBT. The development of unique tourism products and improving tourism facilities not only attract tourists but also strengthen the appeal of tourist villages. Collaboration with the government, business actors, and local communities is very important to create strong synergy in the development of CBT. For example, the implementation of CBT at Leuge Beach, East Aceh, has shown success in attracting tourists through the development of tourism products based on local wisdom, the use of digital technology, and collaboration with various stakeholders (Jamil, 2022). The development of CBT in various regions in Indonesia aims to empower local communities, create jobs, and increase income through tourism activities that include culture and nature tourism. However, the government faces several obstacles, such as limited resources, lack of experts in the tourism sector, and minimal support from the private sector. These challenges affect the progress of the local tourism industry (Jamil, 2022).

Basically, CBT involves community participation in tourism development. Therefore, the role of the community is very crucial in implementing the CBT strategy to improve the local economy. The implementation of CBT also requires a participatory approach from various parties. According to Nurhidayati (2015), a participatory approach requires coordination, cooperation, and a balanced role between various stakeholder elements, including government, private sector, and community. One of the main challenges in implementing community-based tourism is ensuring active participation from the community in tourism activities at tourist destinations, while maintaining local wisdom so that it remains and is sustainable (Kausar et al., 2014). The development of CBT requires full support from the government at various levels, from the village level to the district/city level. For example, the involvement of tourism actors in tourism development planning in Yogyakarta is still low, because the level of activity of tourism actors is highly dependent on the access provided by the government (Nurhidayati, 2015). This reflects the lack of government attention in encouraging community participation and the lack of human resources who have the capacity to manage CBT activities at the local level. In addition, the development of CBT is not always considered to have a positive impact by local communities, because tourism development in rural areas can pose a risk of environmental damage and land conversion (Xi et al., 2015; Prakoso, 2020).

Another obstacle in the implementation of CBT is limited funds, especially the budget for promotional activities which is still inadequate (Diana & Setiawan, 2021). In fact, proper promotion can increase the interest of potential tourists in the tourist destination, which in turn can increase the number of tourist visits and have a positive impact on the local economy. To overcome the obstacles and challenges in the implementation of community-based tourism (CBT), a comprehensive approach is needed that involves various parties. One of the efforts that needs to be made is to increase community participation through socialization, empowerment, and increasing the role of women in decision-making. In addition, it is important to strengthen collaboration between the government, private sector, and community through communication forums, utilization of technology, and increasing human resource capacity. Government support is also very crucial, such as allocating sufficient budget, providing public facilities, and providing training to the community. To maintain environmental and cultural sustainability, it is necessary to mitigate negative impacts through the establishment of regional regulations, development of sustainable tourism products, and increasing environmental

awareness. Finally, effective promotion through social media, partnerships with travel agents, and participation in tourism events are also very important to attract tourists. With these efforts, it is hoped that CBT can develop sustainably and provide benefits to the community.

6. Conclusion

Research on cultural preservation and local economic development through community-based tourism (CBT) shows that the two are closely related. CBT is not only an instrument for cultural preservation, but also makes a significant contribution to improving community welfare. However, the success of CBT is highly dependent on various factors, such as active community participation, multi-stakeholder collaboration, and government policy support. Further research is needed to explore the factors of success and failure of CBT, measure economic impacts more accurately, and evaluate the effectiveness of policies that have been implemented. The focus of research can be directed at in-depth case studies, quantitative analysis, comparative studies, and policy evaluations. Thus, it is hoped that a more comprehensive understanding of CBT can be obtained and more effective policy recommendations can be provided to support sustainable tourism growth in Indonesia.

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