

# **COMMUNITY BASED TOURISM (CBT) AS AN EFFORT TO ACHIEVE SUSTAINABLE DEVELOPMENT GOALS (SDGs) OF VILLAGES**

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## **ABSTRACT**

This study aims to describe the implementation of the concept of *Community Based Tourism* (CBT) as an effort to achieve the *Sustainable Development Goals* (SDGs) of villages. This research uses qualitative research methods, with a case study approach. The object of Pandansili Tourism research managed by pokdarwis, village communities, BUMDes, and the Ngampungan village government of Jombang Regency, Indonesia. The method of data collection uses interviews, documentation and observation. The data analysis technique was carried out using the stages of data collection, data reduction, data presentation and conclusion of the research data. The results of this study found that the development of *Community Based Tourism* (CBT) has made local communities the main figures in developing and managing Pandansili tourism. The contribution of Pandansili Tourism has helped meet the indicators of the Type of Economic Villages Growing Evenly in *the Sustainable Development Goals* (SDGs) of the Village. So far, several indicators of the type of Economic Village For Even Growth have been achieved, such as the decline in the level and the increase in visitors to Pandansili Tourism every year.

**Keywords: Community Based Tourism (CBT), Pandansili tourism, Village Sustainable**

**Development Goals (SDGs).**

## **INTRODUCTION**

The SDGs are an international development program with 17 goals divided into 169 goals. In 2020 the Ministry of Pdt issued a derivative program from international SDGs to village

SDGs with the aim of creating equity and development in Indonesia. The village SDGs also add one goal out of the seventeen goals contained in the international SDGs. The SDGs are the main reference for the medium-term development of villages throughout Indonesia. The SDGs have proven to make it easier to measure development and development.

*Community Based Tourism* or CBT is a form of tourism that seeks to empower the community to manage tourism growth and achieve community aspirations related to community welfare including economic, social, and environmental. CBT is a tourism activity owned, operated, and managed or coordinated by the community as an effort to prosper the community by supporting sustainable livelihoods and protecting valuable socio-cultural traditions, natural heritage and existing resources [1]

Every development of tourist destinations is developed by adopting content that reflects the values of local culture and community as well as local wisdom including in developing tourist attractions and tourist facilities.

According to Suansri (2003:21-22) in [4] *Community Based Tourism* (CBT) has dimensions, namely:

1. Economic dimension: the existence of funds for community development, the creation of jobs in the tourism sector, the emergence of local people's income from the tourism sector.
2. Social dimension: improving the quality of life of increasing community pride, fair division of roles between men, women, young and old generations, and building organizational strengthening.
3. Cultural dimension: encourages people to respect different cultures, helps the development of cultural exchanges, as well as the culture of development is closely attached to the local culture.
4. Environmental dimensions: studying *the carrying capacity of the area*, regulating waste disposal, increasing awareness of the need for conservation.

The basic principle of community-based tourism is to place the community as the main actor through community empowerment in various tourism activities so that the benefits of tourism development are intended for the community and improve the welfare of the local community.

CBT has several principles, namely involving and empowering the community to ensure transparent ownership and management; build partnerships with relevant stakeholders; obtaining a recognized position with the relevant authorities; improving social welfare and the maintenance of human dignity; include a fair and transparent profit-sharing mechanism; improving local and regional economic linkages; respect for local culture and traditions; contribute to the conservation of natural resources; improving the quality of the visitor experience by strengthening interaction between hosts and guests; work towards economic independence. [1]

The Ministry of Pdt localized the International SDGs into Village SDGs which were dilators behind the direction of President Joko Widodo. The village is the smallest space with the complexity of socioeconomic issues. In some phenomena, the facts prove the village to be the most resilient social entity, the most powerful from the crisis, and have stronger socioeconomic resilience than the city. In terms of territoriality, based on data released by the Ministry of Home Affairs (2019) in [2] rural areas reaching 91% of the total territory of Indonesia.

Indonesia has more than 80,000 villages spread from Aceh to Papua provinces. The Central Statistics Agency (BPS) noted that in 2019 the number of villages/kelurahan in Indonesia was 83,820 villages. Some of the villages spread across Indonesia are tourist villages. The number of tourist villages listed in the results of the plan announced on August 19 is 1,831 villages.

The Ministry of Culture and Tourism (2018) in [5] mentioned that a tourist village is a village that has its own charm (it can be in the form of the physical uniqueness of the rural environment, as well as the socio-cultural life of its people) which is packaged naturally and attractively.

According to [6] in its development, tourism villages can be formed with three management institutions based on the empowerment of the surrounding community, namely:

1. Tourism Awareness Group (Pokdarwis): this group was formed based on the agreement of the surrounding community known to the Village Head and confirmed by the Head of the local Tourism Office as a driver of tourism awareness activities and the implementation of Sapta Pesona.
2. Cooperatives: tourist villages can also be managed by cooperatives, where cooperatives are established by at least 20 members who are cooperative administrators and confirmed by the local Cooperative Service as a legal entity that is obliged to manage activities and produce profits (remaining profit / SHU) and is accounted for in the Annual Member Meeting (RAT) of the cooperative. Cooperative management can be updated regularly or as proposed in the RAT.
3. BUMDes: the official village legal entity formed by the village government and the Village Consultative Body (BPD) through village deliberations.

In accordance with the concept of *Community Based Tourism* (CBT), tourism villages make them the main subjects or actors in tourism development, then used for the welfare of the community.

One of the villages that develops tourism in Jombang Regency is Ngampungan village. Ngampungan village has a population of around 3,941 people with natural potential that can be optimized into a tourist destination. The natural potential of Ngampungan village is in the form of a Pandansili water source located about 3km from the Ngampungan Village Hall.

According to Rohan, who serves as the Head of Ngampungan Village, Pandansili is a natural spring that has existed since the Dutch colonial era. In 2018, village officials and local residents made efforts to optimize it into a tourist area. With the first step of cleaning the environment around water sources and reservoirs which until now have become a source of irrigation for village farms and playgrounds for children in Ngampungan village. [3]

Pandansili Tourism is also strategically located, transportation access is very easy, both public and private transportation. The beauty of Pandansili tourism is still very well maintained because it is located on the low land and flanked by hills. Researchers are interested in researching Pandansili tourism with the title of implementing the concept of *Community Based Tourism* (CBT) as an effort to achieve *the Sustainable Development Goals* (SDGs) of the village. Researchers also hope that the results of this study can be useful theoretically and practically.

## **METHOD**

In researching the implementation of the concept of *Community Based Tourism* (CBT) as an effort to realize the *Sustainable Development Goals* (SDGs) of this research village using a qualitative research approach. The object of this study is Pandansili tourism, Ngampungan District, Jombang Regency, Indonesia. With informants, namely: Village Head, Village Secretary, Pokdarwis Chairman and 2 local people. The type of data used is qualitative data. The primary data sources that will be used are interviews of the Village Head, Pokdarwis Chairman, Village Secretary, and 2 local community members as well as field notes. As for the secondary data source that will be used, namely, administration in the form of data that is used as evidence to support the Pandansili tourism development process.

Data collection techniques are carried out by interview and documentation methods as well as observation. For the process of data analysis begins with drawing up a plan to manage the large amount of data collected and reduce it in the right way. The data analysis process will also involve transcripts, field notes, recorded data and certain other things taken by the researcher to report the research findings, thus involving the management of data validation, organizational data, and data

analysis prepared for reporting. The data analysis process in this study will be carried out with the stages of data reduction, data presentation and drawing conclusions.

## **RESULTS AND DISCUSSION**

This community-based tourism is a concept of developing and developing tourist destinations by empowering local communities. Communities involved in *Community Based Tourism* (CBT) have a great involvement in developing and managing tourism activities that are able to provide economic benefits not only for the communities directly involved, but also benefit communities that are not directly involved because it causes a *multiplier effect*. In general, community-based tourism is often also referred to as *Community Based Tourism* (CBT). According to [9], *Community Based Tourism* (CBT) can provide economic and social regeneration while protecting cultures against the increasing tide of globalization.

### **a. Economic Dimensions**

The sustainability of the economic dimension creates funds for community development, the creation of new jobs in the tourism sector, the emergence of local income from the tourism sector, where in this Pandansili water tourism has been able to manage and utilize funds to develop the community's economy from various sources and in the process of further development using visitor levy income every month.

With community-based tourism that makes the community the main figure in tourism management and development, there are opportunities for employment or opportunities to take advantage of it by opening several pandansili tourism support businesses. So that the Pandansili tourism can have a positive impact on people's income.

From the results of research conducted by researchers, it shows that tourism is able to affect economic conditions in Ngampungan village. In addition to improving the community's economy and increasing village income, the pandansili water tourism also creates jobs where with this increase in new jobs can indirectly have a positive impact on reducing unemployment and poverty.

### **b. Social Dimension**

Indicators of the sustainability of the social dimension can be seen from improving the quality of life, increasing the pride of the existing community, fair division of roles between men and women, the younger and old generations, and building the strengthening of community organizations.

Based on information obtained from informants and the results of observations, the picture of an increase in community pride can be seen by serving visitors as a society that still upholds the spirit of family and togetherness even though most of the people have differences in beliefs.

The local community tries to provide the best service for visitors in order to give the impression of being a good host. In the contribution of local communities, tourism management groups do not distinguish or decriminalize gender and age while still placing positions that are appropriate to their respective statuses.

It can be concluded that tourism is able to affect social conditions in Ngampungan village. In addition to the absence of gender and age differences in the division of roles, duties, and responsibilities of the Ngampungan village community with the motto "*Guyub Rukun*" which means that all elements of society and all elements in Ngampungan village both internally and externally must respect each other's customs and beliefs, this makes the Ngampungan village community have a fairly high level of tolerance between religious people.

### **c. Cultural Dimensions**

With the sustainability of the cultural dimension can encourage people to respect each other's different cultures, help develop and expand cultural exchanges, and maintain and preserve existing local cultures. The local community of Ngampungan Village in general has also been able to welcome visitors well so that efforts in respecting different cultures can be said to be quite optimal. This is seen from when there are visitors some of the people giving smiles and offering help.

From the results of research conducted by researchers, it shows that tourism is able to compete and make the local culture of Ngampungan village become potential and that is managed to be one of the sources of village income. The people of Ngampungan Village still preserve and maintain customs, such as activities in *the Month of Suro*, besides that the community also welcomes tourists so that they can respect each other's cultural differences.

### **d. Environmental Dimensions**

The sustainability of the environmental dimension studies *the carrying capacity* of the area, regulates waste disposal, increases concern for the need for conservation, and maintains ecological balance. Pandansili tourist location flanked by hills gives a sense of beautiful natural beauty. With the sustainability of this dimension, it is hoped that it can continue to maintain and preserve the beautiful natural beauty.

The local community of Ngampungan village has a program to sort and process waste and learn environmental insights to continue to participate in maintaining and preserving the environmental ecosystem around Pandansili tourism. Not to forget also the community regularly cleans and maintains the cleanliness of Pandansili tourism.

From the results of research conducted by the author, it shows that with pandansili tourism, the preservation of nature owned by a village can be used as a potential village which can then be developed into village tourism itself. With pandansili tourism, the level of public awareness to preserve nature and maintain the balance of the ecosystem is increasing.

#### **Achievement of *Sustainable Development Goals (SDGs)* for Villages**

In this study, the context of the contribution of the role of local communities in the development and management of Pandansili tourism to achieve the sustainable development goals at the village level. This can be illustrated by the increase in Pandansili tourist visitors which continues to increase from year to year and can improve the welfare of the local community of Ngampungan village and help the economy grow evenly.

**Table 4.3 Pandansili tourist visitor data**

<b>Year</b>	<b>Visitors</b>
2020	21.666
2021	50.948

*Source: Pandansili tourism Visitor Data Report 2020-2021*

Based on the table above, it can be seen that with the existence of community-based Pandansili tourism, new jobs arise in the tourism sector. The increasing number of Pandansili tourist visitors has a positive impact on the local community of Ngampungan Village.

The high number of visitors requires tour managers to add human resources to help provide the best service for tourists. This has encouraged the emergence of new jobs in the tourism sector. With these jobs at the end of the day, it can reduce the unemployment rate in Ngampungan village.

**Table 4.4 Number of Unemployed in Ngampungan Village**

<b>Year</b>	<b>Unemployment</b>
2020	1.005
2021	955

Based on the analysis of the unemployment table from 2020-2021, the contribution of Pandansili tourism to the *Sustainable Development Goals* (SDGs) of villages in Ngampungan village, Barend District, the unemployment rate has decreased by 5%.

Several indicators of the type of Village Economy Grow Evenly in *the Sustainable Development Goals* (SDGs) of the Village have been achieved in Ngampungan village, this can be seen from the increasing contribution of tourism to PAD, the increase in the community's economy, the decline in the unemployment rate, and the increase in tourist visitors every year.

From the results of the research, during the 2 years of the establishment of Pandansili Tourism, namely in 2020-2021 tourists always experienced an increase, the unemployment rate also decreased, the emergence of innovations to attract tourists, much better infrastructure to meet the needs of tourists both from outside the area and local tourists themselves as well as good enough waste management so that it can maintain the ecosystem of the environment around Pandansili tourism.

Some *indicators of Sustainable Development Goals* (SDGs) of Villages type of Evenly Growing Economy Villages have been achieved well, it's just that in some other indicators such as the open unemployment rate has not reached 0%, the poverty rate has not reached 0%, the new labor force trained has not reached 100%, the industry pollutes the air has not reached 0%, and formal sector workers have not reached at least 51%.

## **CONCLUSION**

Based on the identification from the results of previous discussions, it can be concluded that: Pandansili Tourism in Ngampungan village, Jombang Regency has applied the concept of *Community Based Tourism* (CBT) in economic, social, cultural and environmental dimensions.

The implementation of the concept of *Community Based Tourism* (CBT) or community empowerment tourism is in accordance with the fulfillment of the four dimensions of sustainability and the role of the community and the village government in managing and shepherding Pandansili tourism. Indicators of *the Sustainable Development Goals* (SDGs) of Villages type of Economic Villages Grow Evenly with the fulfillment of several aspects, such as increasing tourist visitors,

decreasing the number of displaced people, and improving the economy. However, in some other indicators have not been achieved, the village government and Pandansili tourism management actors have so far tried to achieve other indicators so that Ngampungan village can achieve the *Village Sustainable Development Goals* (SDGs) indicators.

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