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IMPLEMENTATION STRATEGY OF COMMUNITY BASED TOURISM (CBT) MODEL TOWARDS A SUSTAINABLE TOURISM VILLAGE: A FIELD RESEARCH

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Abstract: *The research aims to explore the implementation of CBT Model of Semen Tourism Village to empower the community in developing a sustainable tourism village and contribute to the people's economy and the environment. This research uses a qualitative research methodology with a field research design. Result explained that development community groups based on nature, culture, local wisdom, social groups of the community to become tourism actors and tourist attractions. This research suggested that tourism village management must continuously motivate, direct, train and include training in facilitating, providing opportunities and evaluating the community groups.*

Keywords: community based tourism, community group, keyword1, tourism village.

1. Introduction

Tourism studies based on their destinations are divided into national, regional and village levels (Mura & Pahlevan Sharif, 2015). A few studies explain that village tourism can encourage local culture and wisdom (Alim et al., 2021), improve the welfare of villages and communities as well as environmental preservation (Jaafar et al., 2013) opening job opportunities for youth, cultivating local potential entrepreneurs such as crafts (Madanaguli et al., 2021), dan increased income (Latianingsih et al., 2019). Most types of tourism villages are community-based tourism (Hussain

et.al. 2015) A number of community-based tourism village studies have been carried out by (Latianingsih et al., 2019; Winata and Idajati 2019), host community (Junaid, 2020) rural homestay (Dey et al., 2020).

The main problem of tourism villages is sustainability (Andriani & Sunarta, 2015; Mura & Pahlevan Sharif, 2015). environmental sustainability, social culture and economic benefits in order to achieve sustainable tourism (Junaid, 2020). Tourism villages do not develop because play less of a role of local communities because they do not fully understand tourism management (Winata dan Idajati 2020), lack of involving the community in planning and developing tourist villages so that they do not contribute much to improving community welfare (Masitah, 2019), local people less confidence to take the initiative and participate in village tourism management (Sakitri 2018).

The research aims to explore the strategy of Semen Tourism Village to empower the community in developing a sustainable tourism village and contribute to the people's economy and the environment. This research is a longitudinal study of the Semen Tourism Village in 2021 – 2022. The Semen tourism village is interesting to be explored because it has lasted 14 years and has developed involving various elements of the village through a community groups model.

2. Literature Review

According to the guidebook for the development of rural tourism and urban tourism (Ayuningsih et al., 2019), the concept of rural tourism includes (1) rural tourism and (2) tourism village. Rural tourism is a concept that emphasizes tourism activities only in tourist destinations that may or may not involve village communities. Whereas tourism villages are activities in tourist destinations as an attraction as well as offering all aspects and everyday rural atmosphere including social, cultural, economic life, distinctive customs. Rural tourism (rural tourism) can be interpreted as a form or type of tourism that makes the village the main tourist activity (Junaid & M. Salim, 2019). Qualifications of tourism village (Arida, 2017) consists of eight aspects, among others; (1) natural/bio-living aspects, (2) physical environment aspects, (3) cultural aspects, (4) amenity/infrastructure aspects, (5) Human Resources (HR) aspects, (6) institutional aspects, (7) attitude and order of community life, and (8) aspects of accessibility.

Community based tourism (CBT) is a community development tool that strengthens the ability of rural communities to manage tourism resources while ensuring the local community's participation. CBT can help the local community in generating income, diversifying the local economy, preserving culture, conserving the environment and providing educational opportunities. (Handbook CBT 2009). CBT is a tool for community development and environmental conservation to realize sustainable tourism development.

2.1 Problem Statement

The result of previous researches indicate that the main problem of tourism villages is sustainability. Sustainable tourism villages are not only tourist destinations but are concerned with improving the village economy, community welfare, social and cultural life and environmental preservation. CBT is an alternative solution to this problem. This research explores how the strategy of implementing the CBT model in tourism village is to achieve sustainable tourism village.

3. Method

This research uses a qualitative research methodology with a field research design. Field research is a form of research that aims to reveal the meaning given by community members to their behavior and the surrounding reality (Martana, n.d.). This research is a longitudinal study in Semen Tourism Village, Gandusari District, Blitar Regency. Semen Village has come to the attention of researchers due to the interaction of researchers with KUD Semen administrators for several years and observed that in Cement Village there is an Ecological Tourism Village (KWE) Puspa Jagad in Tegalrejo Hamlet Semen Village is always busy on weekends with the activities of students from various schools in Blitar and outside Blitar. This research will be conducted in 2021 and 2022.

3.1 Materials

This study uses primary data and secondary data. Primary data from observations, in-depth interviews and focus group discussions (FGD). Secondary data are obtained from <https://desasemen.com/home/product-bumdes/> including village profile and types of tour packages.

3.1.1 Research Data

Primary research data were obtained from field observations and in-depth interviews with key informants including KWE pioneers, KWE managers and administrators, community members. Observations and in-depth interviews with with tourism village manager and official and tourism associations. we carried out data collection in various events and tour packages including waste bank activities, basic student leadership training, comparative studies from other institutions and village tourism destinations. Researchers also conducted focus group discussions (FGD) with officials of tourism village and tourism associations.

3.1.2 Site

This research was conducted in Semen Tourism Village, Gandusari District, Blitar Regency. Semen Village consists of four hamlets with three village tours, namely Tegalrejo Hamlet has KWE Puspa Jagad, Parang Hamlet has Puncak Sekawan Tourism, Dewi Hamlet has Kukur Waterfall Tourism and Semen Hamlet. Semen Hamlet is the center of the village administration, so that tourism characteristics in Puncak Sekawan and Kukur Kapan Waterfall are mass tourism, while KWE Puspa Jagad in Tegalrejo hamlet is community-based tourism.

Interestingly, all tourist destinations in the three hamlets were pioneered and inspired by the KWE Puspa Jagad team which was initiated in 2008. The research will explore how the team started KWE Puspa Jagad and made Semen Village a community-based national tourism village. At the end of this research, it happened that Semen Village won the award as the number one best national Tourism Village in the Advanced Village category from the 2022 National Tourism Village Award (ADWI) organized by the Ministry of Tourism and Creative Economy of the Republic of Indonesia.

3.3 Data Analysis

Primary data obtained from in-depth interviews and FGDs is reduced, descriptions and narratives with the results of observations and then analyzed and discussed with previous researches.

3.3.1 Validity and Reliability

This research is a qualitative research with a field research design. Data validity was carried out using the triangulation method including informant selection, face to face in-depth interviews, FGDs with manager and stakeholder and field observations.

4. Results and Discussion

Tourism Village of Semen started as an initiative of three youths, namely Anji, Andreas, and Didik, who saw that the cold climate of their hamlet was very suitable for orchid cultivation. They had the courage to hold an orchid exhibition for the public. In 2006, the position of hamlets closes to the level Village cooperative became easy for the community to know. The enthusiasm of the people and the community, especially the mothers, exceeded their expectations. After the success of the orchid exhibition, they declared the Orchid Village as a pilot tourism village.

On every weekend they open for public the sale and purchase of orchids and an orchid education program while introducing the natural potential of the village. Among the educational visitors, there were those who wanted to see around the village. Finally, in 2008, the three of them officially declared the Puspa Jagad Ecological Tourism Village (KWE) as an institution that manages tourist destinations and attractions.

At that time, tourism village were still a rarity not only in Blitar but also in East Java and even nationally. People recognize tourist destinations, including beaches, natural landscapes of lakes or man-made tourism of a kind of games, swimming pools, parks. Therefore, KWE's struggle to introduce rural tourism villages (still village tourism to be precise) is not only promotion but also education. Their struggle was greeted by the Village Head with the issuance of a Village Regulation as the legality and sustainability of KWE as stated by Mr. Andreas,

“The village regulations are made by the Village Representative Body, the legality is strong even if the Village Head or KWE manager changes”

Then, Semen Village was declared by the Blitar Regent's Decree as the first Tourism Village in 2018. The KWE Puspa Jagad village tourism model is a reservation model which is carried out with events on weekends. KWE village tourism is not mass tourism in the sense that every day at certain hours it is open to tourists although every day they can also accept tours by appointment. On every weekend at KWE Puspa Jagad there are almost always events with participants of school/students/family/communities/agencies, industries/organizations who come from Blitar, outside Blitar and even outside East Java so that the village atmosphere looks lively. However, on Monday - Thursday there are sometimes visits for education, including education on waste banks, crafts, batik, making souvenirs or pineapple juice.

4.1 Strategy of Community Group Development

KWE as the leading sector of community-based Semen tourism villages through the initiation of community groups based on village resource potential includes human resources, natural, art and culture, and local wisdom. The first community group is a community of orchid lovers as a tourist attraction. Seeing the village's natural potential with a clear stream flowing from a water source on Mount Kelud, a hilly area with forests, KWE formed a community group of nature lovers. Community group of nature lovers to explore the potential of nature to become a tourist attraction. A community group of nature lovers builds a community of village youths to map village nature for village nature walks, outbound, along rivers and camping. KWE trains and exercises them to improve their climbing, river tracking and outbound skills.

This natural tourist attraction attracts the attention of schools to visit. The system implemented by KWE is event reservations on weekends. The natural tourist attraction is complemented by a youth community group and youth who are trained in basic leadership and scouting training and a volunteer corps. These two community groups are collaborated to become tour package of a school basic leadership training which is complemented by camp and outbound.

Each event involves residents, both teenagers and adults, according to their respective skills. Community involvement is also intended for regeneration. P. Andreas as the informant explained,

Right now our team is the youngest from high school students and they are the seventh generation, while the current management team is the fourth generation. So we have prepared a three-layer regeneration of the management team. Their honorarium is 300 (thousand) per person, and even then if there are only 50 participants, if the participants reach 100, they can get 500”.

Every leadership basic training event, KWE involved around 25 personnel, if there are around fifty participants, if there are 100 participants, the number of committee members will be around 50 and so on (the ratio is 50 percent) so that more and more residents are involved. The number of personnel is large considering the difficulty level of the event and the high risk, such as outbound, exploring the village and along the river.

Another potential Semen Village is a dairy farming village. There are around one thousand breeders who are members of Village Unit Cooperatives (KUD) of Semen with around four thousand cattle. KWE facilitates breeder with community groups of cattle breeders who have representative group. This group is directed to become a community that can provide an

educational attraction for cattle farming, milking and at the same time selling milk products. Although the farmers who are members of the cooperative must deposit cow's milk to the cooperative. Community groups of cattle breeders, rabbit breeders which can be an attraction for educational tours and processed products.

The farmer community group is a forum for farmers as a rice field community. The characteristics of village tourism cannot be separated from agriculture and animal husbandry. Tourism managers ignore this potential as a tourist attraction. KWE facilitates potential farmers to become DTW partners in the form of education and destinations as well as their products. The farmer community provides a tourist attraction for picking pineapples which is the main commodity of Semen village. The next stage is also planting bananas and educating them on planting rice seeds in the fields.

Furthermore, the community group of local arts and culture actors is realized to become a community that moves arts and culture to become a cultural tourist spot. KWE encourages and directs that the performing arts community preserves the arts and facilitates and pays fees for local arts and cultural performances in an event or village tour package. So that the community feels that doing art is for preserving the arts and also as income. Local arts and culture have been in suspended animation even though local artists and culture are still there. But as digital technology grows and develops, traditional arts are also disrupted.

Then the Community group of housewives who are members of the PKK, Dasawisma, Taklim group becomes a community in supporting village tourism and a tourist attraction. The potential of a tourist attraction from this community includes education on cooking various types of recipes, processed local products such as creative products (souvenirs), pineapple juice. KWE trains potential mothers with tourism culinary standards of halal, hygienic and healthy. Another potential from this community is a homestay. KWE compiles criteria and agreements regarding homestays as well as an inventory of houses that have potential as homestays.

The products created by the above community groups are not only sold as products but can be packaged as tour packages and/or tourist attractions in the form of educational packages. This was confirmed by the informant Mr. Andreas:

“Processed products/products should not only be sold at tourist attractions but can be packaged as educational tour packages, for example pineapple juice drinks processed by the PKK Community group are sold as souvenir packages and offered as educational packages on making/processing pineapples into pineapple juice drinks. PKK community group educators so members/Community groups get two incomes from products and packages”.

Another example,

“This coconut tree product can become 3 educational tour packages, namely education on making coconut/siwalan drinks, education on making brown sugar, and education on making woven coconut leaves. Direct education at the manufacturing process site as well as a village tour package combined with camping tour packages, outbound, leadership training or coinciding with visits to agencies, companies, schools and communities”.

What was stated by the informant above shows that a product can have a dual function, namely the product itself as a souvenir that is sold or packaged at a tourist event and the process of making the product as an educational tourist attraction. Product innovation and education make KWE's tour packages more varied. Educational tour packages will involve the village community/citizens more than just the destination. Destination-based village tourism only involves administrators and managers of tourist destinations. Even micro traders who usually sell when there are events are also accommodated as micro and small business communities (UMK) and local products. They are invited together to compile rules so that one with the other there is togetherness. Among these agreements, for example, the types of merchandise are not the same, if they are the same then there are different brands, prices and places to sell. Involvement of residents selling food, soft drinks, snacks, toys, and others around the activity. Even though it was only 2 days, they admitted that their income was decent.

Community groups of traders become culinary communities or products that sell when there is an event. KWE facilitates and arranges for traders selling in the event area. Community group of local products become a community that drives tourist attractive education of local products such as souvenirs/ekraf. KWE synergizes with other community groups such as youth organizations, PKK so that their products do not compete with each other.

Through the above community groups, all elements of the village and village potential will be involved or actively involved in a village tour and more and more communities (society) are empowered and feel the economic benefits of village tourism so that the impact on the welfare of village communities is wider and more equitable. This condition will transform rural tourism into a sustainable tourism village because of its strength on a community/community basis. Community groups become and act as rural entrepreneurs (Fahmi & Savira, 2021).

Not all of the KWE managers formed the community groups, but there were group initiatives including orchid lovers and breeders. The development of all these working groups varied, and some even stagnated due to circumstances and conditions, including groups of goat, rabbit and dairy cattle breeders. While other working groups can survive and develop. An inactive working group does not mean that the members are not active but instead join other community groups, including homestays, culinary, and farmers.

Community group development is an alternative and strategy so that more residents are involved (Jaafar et al., 2013; Lekaota 2015). So that the tourism village belongs to the community which is managed from the residents by the residents and the results return to the community. The position of village tourism is more populist and the sense of belonging to residents/communities increases. Formation of a community group as a pilot for a tourism community as part of a pattern of developing human resources in managing village tourism as well as a process of regenerating managers and empowering the community to become a sustainable tourism village.

The key to successful community group development is human resources (Arida, 2017). KWE continuously motivates, directs, trains both independently and includes training in facilitating, providing opportunities and evaluating community groups so they can become communities that become tourist attractions. If the results of KWE's evaluation of the community group are capable of becoming tourist attractions, then KWE shall determine them as tourist attractions. That can be a separate village tour package or incorporated into an existing tour package. If the community group is underdeveloped, KWE can involve community group personnel incidentally as committee members in a village tour package.

Community-based tourism can be realized because of collective awareness between managers and the community (Junaid & M. Salim, 2019). The CBT tourism village developed and implemented by KWE Puspa Jagad is managed jointly between KWE management and the community. KWE PJ mobilizes all village elements so that each village element becomes part of village tourism so that a sense of belonging to village tourism will grow. To mobilize village elements through the formation of community groups based on social elements of society, culture, art, nature, products and regions (hamlets). Village tourism which is only a tourist destination has limitations in community empowerment and village potential.

Community group creativity becomes an enrichment tour package/tourist attraction itself. Community group programs grow gradually through encouragement and patience. Community group actors are fostered and given hope that in time their work program will become part of a tour package/tourist attraction that functions to preserve culture, local wisdom and has an impact on increasing income. The management of KWE Puspa Jagad is also careful and customized to arrange tour packages that are innovative, varied and collaborate with the Community groups that have been formed.

Currently, Semen Village has several tour packages (<https://desasemen.com/home/product-bundes/>) include:

1. The live in Semen Village package “Ngubengi Semen Village” includes Sekawan Peak, Kucur Watu Waterfall, KWE Puspa Jagad, Java Sugar Education, Pineapple Banasari Education, Dairy Cow Milk Education.
2. The Cultural Package includes the arts of Jaranan Dor, Rampak Barong, Langen Beksan
3. KWE Puspa Jagad Camping Ground Package
4. KWE Puspa Jagad Kalikebo River Tour Package
5. Nature-Based Event Management Practice Package
6. Homestay Training Package
7. Tourism Management Training Package

Tour package innovations are also packaged with charity tours for the professional community, as expressed by Mr. Andreas;

"We have social activities sometimes combined with this live package, social activities are part of tourism activities as well. If the event participants are professional communities such as the Mobilio community, the mountain bike community, we usually offer an agenda of social compensation activities. So, the community also really supports KWE because KWE events are also social activities other than tourism or are called tourism as well as charity."

The model of tourism while doing charity becomes a tourist attraction that attracts tourists as well as helps village communities in a dignified manner. The social agenda is a package that is offered but selectively for tourists, communities that have strong funds, such as the information above, car/motorcycle lovers communities, professional communities.

4.2 Tour Packages and Environmental Concern

Sustainability of village tourism must be concerned with local community development and environmental sustainability (Jaafar et al., 2013). Along with the development of KWE, events are held more frequently and on a large scale, even reaching 700 participants in an event within three days. On average, every weekend there are around 70 visitors to the KWE area. Developments have consequences for the potential and opportunities for increased waste/waste. Actually, in every event there is always a cleaning team starting from tents, equipment, and including garbage. When the event ends Sunday night, that same night the entire area used for the event can be cleaned right away, but the piles of trash that have been cleaned are thrown into landfills.

This condition becomes a thought of KWE management to manage waste. Then in early 2019 KWE management pioneered a waste bank by forming a Garbage Bank Community group chaired by Mr. Anji (one of KWE's pioneers). Waste bank management is still limited to internal management and the KWE team. After the event, the members of the cleaning team did not immediately throw away the trash but sorted paper, plastic, glass and plastic bottle waste. After being sorted and collected and neatly packaged, 1 – 2 days are delivered to the garbage collector by the Garbage Bank Community group and the results are recorded and put in the Community group cash.

The longer the type of waste that is saved and the income increases. After running for six months, the Community group cooperates with collectors to routinely deposit or collect their waste. Pak Anji's garage was used as a temporary "garbage" warehouse. Agreement with collectors for waste collection and payment on Wednesday. After the agreement, the Community group moved to socialize and educate the existence of a waste bank to hamlet residents in the KWE area with the KWE management team. At first the people were normal but as the manager showed that the waste collected by the waste bank could be used as savings and could be collected, then gradually the residents welcomed it enthusiastically. They register to become members of the waste bank and the number continues to grow.

Administration was improved by compiling a simple procedure manual because some managers were housewives. Notebooks and passbooks are custom made.

Member development extends not only to one hamlet but also to two other hamlets, in other words the entire village. Types of members are also grouped into two namely individual members and units. Individual members are individuals and unit members in the form of groups of people or communities, institutions such as schools, PKK, tahlilan communities, village tourism managers. So that someone can be a member of individuals and units. Unit members are generally in other hamlets so that each collection or collection is large and more economical. Members who come from other hamlets, communities, and village tourism destination managers in other hamlets become members in the form of units. Unit members who have large amounts of trash personally drive to the secretariat every wednesday

The waste bank collection mechanism is explained by P. Anji as follows;

Members come to the waste bank to deposit segregated waste – the waste bank receives and checks the type and sorting – weighs together with members – calculates the amount and purchase value according to the price list (see table) - records in member savings book and initials together – records in administration book and in the initials together too – collectors take the afternoon – waste bank transactions and collectors. Members may take savings every Wednesday.

This mechanism is effective and efficient for both members and managers because managers and members only transact every Wednesday or once per week. Members and managers who have other activities such as breeders, farmers, traders and even employees are not disturbed by their daily activities. The transaction process from reception to administration is only about 10 minutes. After all members have been served generally until noon, the manager begins to recapitulate and the sorting division prepares for collection by collectors.

The waste bank manager takes advantage of the selling price to collectors at the purchase price to members per item of waste. Based on records in the trash bank, the turnover in 2021 will reach 20 million. Members' savings reach between 200 thousand – 2 million. The following is a price list per item. There are 25 items and prices. The highest price for brass is Rp. 70,000 per kilogram and the lowest price for a glass bottle is Rp. 1000 per kilogram.

What is the impact of the garbage bank on the environment, as observed by researchers, the village also looks clean. It is rare to see trash (non-organic) scattered on the road. The unique scene coincided with big event when the event was over and there was a group of people picking up and collecting paper boxes, cups and plastic bottles quickly and neatly. When we asked whether these people were the hosts, the informant Pak Anji answered "No, they are community members of the garbage bank who have made an agreement with the host to pick up trash and clean up the trash. So, the host doesn't have to bother, (p. Anji, smiling)"

An interesting phenomenon because generally after a celebration, trash piles up and is thrown into the trash. The waste bank not only makes the house and village environment clean but also changes the mentality of the residents to be aware that waste has a monetary value. The people who pick up the trash don't just pick up what sells well but also help clean up other trash such as wrapping

leaves or scattered food and snacks. Currently the trash bank has become part of the educational tourist attraction, both KWE Puspa Jagad tour packages and independent ones. Many families from other villages, schools or communities visit the waste bank.

5. Conclusion

The main problem of tourism villages is sustainability. CBT is an alternative for tourism village to involve the community and be sustainable. The development Community groups is a suitable strategy for CBT implementation. Community groups play a role in identifying the potential of the village including nature, culture, social groups to become tourism actors and tourist attractions. The key to successful community groups is human resources. Therefore, tourism village managers should continuously motivate, direct, train and include training in facilitating, providing opportunities and evaluating community groups so that they are able to become communities that create tourist attractions. Tour packages will be more valuable when combined with charity and environmental concern.

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