

# Sustainable Tourism Development Strategy Through the Community-Based Tourism Model at DTW Pesona Leuweung Oko, Cirapuhan Village, Garut District

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## Abstract

Community-based tourism (CBT) is very important for tourism growth, especially to support the economy of communities around tourist destination areas (DTW). Garut Regency, with its natural resources, culture and natural beauty, has great potential in this region. However, the growth of the tourism sector must be adjusted to the principles of sustainability and consider the prosperity of local communities. CBT is a tourism development approach that involves local communities to actively participate in planning, managing and benefiting from the tourism industry. This gives communities the opportunity to control the progress of tourism in their region. In Cirapuhan, especially in DTW Leuweung Oko, the process of developing Tourism Villages faces challenges. During the development process of the Leuweung Oko DTW, there was a disagreement between the developer and the surrounding community because this instrument was needed to look deeper at the source of the problem, using this qualitative descriptive method to explain tourism conditions clearly. The results of this research are problems that occur between tourism actors in Pesona Leuweung OKO, causing losses for each actor.

**Keywords:** *Community Based Tourism, DTW "Leuweung Oko" Cirapuhan Village, Sustainable Tourism.*



## A. INTRODUCTION

Tourism has become one of the important economic sectors in Indonesia, this can be proven by the contribution of tourism in improving the economy in Indonesia. Garut Regency, which is located in West Java Province, has great potential in tourism with its natural beauty, culture and other potential. However, tourism development must be in line with sustainability principles and pay attention to the welfare of local communities.

Community-Based Tourism (CBT) is an approach to tourism development that involves the active participation of local communities in planning, managing and benefiting from the tourism industry. In line with what was stated by Simpson (2020) and Achmad (2024), CBT empowers local communities to take an active role in planning, managing and making decisions related to tourism. This creates an opportunity for communities to have control over tourism development in their area.

The process of developing a tourist village in Cirapuhan, especially in DTW Leuweung Oko, in reality has obstacles. In the midst of developing the Leuweung

Oko DTW there was miscommunication between the developer and the surrounding community, where the developer felt that the community was trying to take over all tourism development activities without involving the developer as the initiator of tourism development in Cirapuhan Village, which caused the developer to decide to withdraw completely from the tourism development process in Cirapuhan Village. The next problem occurred when the developer withdrew from the development process in Cirapuhan Village, causing tourism development to stop because the community and local government were not yet able to stand alone in tourism development so that existing tourism development came to a halt.

By emphasizing understanding of the culture, environment and socio-economic needs of local communities, CBT involves the active participation of local communities in managing and benefiting from tourism in their area. So that it can minimize the negative impact of tourism activities and maximize the positive impact on society, the environment and socio-culture. It is hoped that the results of this research can make a positive contribution to tourism development in the form of a tourism development strategy by paying attention to aspects of tourism sustainability in Garut Village and Regency.

## **B. LITERATURE REVIEW**

### **1. Community Based Tourism Theory (CBT)**

tourism industry after 2019. This concept places local communities as the central element in the development, implementation and management of tourism activities. The aim is to improve the welfare of local communities, promote sustainability, and minimize negative impacts on the environment and local culture. This concept creates active community involvement in all aspects of tourism, from service provision to strategic decision making.

According to Gurung (2020) Community-based tourism is an approach that is empowered by the active participation of local communities in tourism management, development and management. This emphasizes the importance of involving communities in tourism decision-making, so that they can have control over their own tourism future.

Another definition from Carolina Ashlay et al (2019) Community-based tourism is an approach to tourism development that gives local communities a central role in planning, management and economic benefits from the tourism sector. PBM that developed after 2019, combines traditional PBM principles with technology, innovation, and responses to increasingly complex social and environmental changes. This concept refers to closer collaboration between government, the private sector and local communities to create sustainable tourism experiences and empower local communities.

Community Based Tourism emphasizes several important aspects:

1. Society participation

Local communities are not only invited to provide input, but are also actively involved in decision making regarding tourism. They have a role in planning, product development, promotion and maintenance of tourist destinations.

2. Technology and Digitalization

Community Based Tourism adopts technology and digital platforms to expand the reach of community-based tourism. This includes the use of social media, mobile applications, and other technology solutions to connect travelers with experiences provided by local communities.

3. Education and training

This concept supports education and training programs for local communities so they can manage their tourism businesses effectively, as well as understand the environmental and cultural impacts of tourism.

4. Cultural and Ecological Diversity

PBM emphasizes the importance of maintaining and promoting local cultural and ecological diversity. This involves preserving cultural heritage, preserving nature, and developing environmentally friendly tourism products.

5. Public welfare

The main goal of Community Based Tourism is to improve the welfare of local communities through tourism. This includes increasing incomes, access to health and education services, and the development of supporting infrastructure.

## 2. Sustainable Development

Harris, R. et al (2020) The concept of sustainable development refers to efforts to meet the needs of the current generation without compromising the ability of future generations to meet their own needs. In the context of sustainable tourism, this means maintaining natural, cultural and local economic tourist attractions to remain sustainable

Sustainable tourism is a concept that underlies tourism development and management by considering environmental, social and economic sustainability. This includes efforts to preserve natural beauty, involve local communities in the tourism process, and ensure equitable economic benefits for all stakeholders.

Michael, and Page, Stephen J. 2019 This concept emphasizes the importance of developing the tourism industry in an economically, socially and environmentally friendly manner. Sustainable tourism is an approach that integrates the understanding of environmental sustainability, social justice, and sustainable economic growth is an inseparable component in tourism destinations. Sustainable Tourism Concept (Sustainable Tourism).

Sustainable tourism, in the context after 2019, is an evolution of previous sustainable tourism approaches. This concept reflects a deeper understanding of the

impact of tourism on the environment, economy, and society, as well as changes in the dynamics of the tourism industry. Sustainable Tourism combines existing sustainable tourism principles with modern technology, more active community participation, and deepening awareness of global issues.

Swarbrooke (2019) key characteristics of sustainable tourism:

1. Latest Technology

Sustainable Tourism utilizes the latest technology, such as artificial intelligence (AI), data analytics, and digital platforms to manage and direct tourists more efficiently. For example, the use of an AI-based tour guide application that provides recommendations based on user preferences and information about the environmental carrying capacity.

2. Society participation

This concept prioritizes the active participation of local communities in managing tourism destinations. Through their involvement in tourism planning, development, and monitoring, sustainable tourism goals can be better achieved.

3. Increased Environmental Awareness

Sustainable Tourism encourages greater awareness of environmental conservation. This includes reducing plastic waste, nature conservation, and the use of renewable energy in the tourism industry.

4. Social and Economic Justice

This concept also emphasizes the importance of social and economic justice in the distribution of tourism benefits. This includes improving working conditions for tourism workers, fairer income sharing, and empowering local communities.

## C. METHOD

This research uses a qualitative approach, which according to Hardani et al (2020), this approach departs from a theoretical framework, expert ideas, and researchers' understanding based on their experience which is then developed into problems and their solutions which are proposed to obtain justification (verification) in the form of data support. empirical in the report. The results of this research were obtained using a descriptive method, where the research is intended to describe, or explain the condition of the object being studied as it is, according to the situation and conditions when the research was carried out.

Data collection in this research was taken from secondary data and primary data. Where the data is taken from documents related to the policies underlying the development of the Leuweung Oko DTW and development program documents implemented by other stakeholders. Meanwhile, information was gathered directly from primary data through in-depth interviews with stakeholders in the development of the Leuweung Oko DTW, which in this case were the regional government, the private sector initiating the development of the DTW and the surrounding community.

## **D. RESULTS AND DISCUSSION**

### **1. DTW Charm of the Forest OKO**

Leuweung Oko is a natural tourist area that offers various attractions and interesting activities. Based on the sources found, natural tourist attractions can come from rich flora and fauna, beautiful natural views, and various exciting activities. Some of the attractions that can be found in Leuweung Oko include:

- a. **Amazing Natural Beauty:** Leuweung Oko is surrounded by green and fresh tropical forests. This stunning natural landscape includes hills, valleys and rivers flowing with clear water. This charming natural design provides a calming experience and pampers the eyes of visitors.
- b. **Refreshing Waterfall:** One of the main attractions in Leuweung Oko is the beautiful waterfall. This fast flowing waterfall creates a spectacular view and refreshing atmosphere. The roaring sound of the waterfall and the soothing splash of water provide a calming experience for visitors.
- c. **Abundant Biodiversity:** Leuweung Oko is home to various rare and protected species of flora and fauna. Visitors can explore the abundant biodiversity, such as various types of birds, butterflies and endemic plants. This makes Leuweung Oko an ideal place for nature lovers and nature photography.
- d. **Exciting tourist activities:** Leuweung Oko also offers various exciting tourist activities for visitors. Starting from challenging trekking through beautiful natural paths, rafting on fast-flowing rivers, to camping in the middle of calm and cool nature. These activities provide visitors with the opportunity to experience adventure and excitement in the great outdoors.
- e. **Authentic Local Culture:** Apart from its natural beauty, Leuweung Oko also has a wealth of authentic local culture. Visitors can interact with local people, learn about their daily lives, and enjoy delicious traditional cuisine. This is a good opportunity to understand and appreciate local wisdom and enrich the tourist experience.

With its stunning natural attractions, abundant biodiversity and authentic local culture, Leuweung Oko is a tourist destination not to be missed for nature and adventure fans. By visiting Leuweung Oko, visitors can enjoy the stunning natural beauty, interact with the local community, and create unforgettable memories.

### **2. Management of DTW Pesona Leuweung OKO**

The management of Pesona Leuweung Oko is currently still in the development stage and requires more attention to increase its effectiveness in several aspects such as:

- a. **Community Participation:** Currently, local community participation in managing the Pesona Leuweung Oko DTW is still limited. Further efforts are needed to actively involve them in decision making and destination management. Through the Community-Based Tourism (CBT) model, it is hoped that the community can become the main partner in the development and management of tourism in this area.

- b. **Infrastructure and Facilities:** The infrastructure and facilities at DTW Pesona Leuweung Oko still need to be improved. Road access to destinations is still not optimal, and improvements need to be made to facilitate accessibility for tourists. Apart from that, facilities such as public toilets, parking lots and rest areas also need to be considered so that visitors feel comfortable and are well served.
- c. **Environmental Management:** Environmental management at DTW Pesona Leuweung Oko still requires more attention. Efforts to maintain cleanliness and environmental sustainability need to be improved, including waste management and pollution control. Apart from that, protecting the flora and fauna in the destination area must also be a priority to maintain abundant biodiversity.
- d. **Tourism Product Development:** The development of diverse and attractive tourism products also needs to be a focus in the management of the Pesona Leuweung Oko DTW. Collaboration with local entrepreneurs is needed to develop various types of tourism activities, such as trekking, rafting, camping and cultural activities. This will provide a diverse experience for visitors and increase the attractiveness of the destination.
- e. **Training and Education:** Training and education for the local community and tourism actors at DTW Pesona Leuweung Oko is very important to improve the quality of management. Training on destination management, services to tourists, and environmental conservation can provide the understanding and skills needed to improve tourism experiences and maintain destination sustainability.

The management referred to in this research is the management of the Ceking tourist attraction which is managed by the traditional village as the main manager, while the government, tourism actors and Subak residents are the management partners.

### **3. OKO DTW Empowerment**

Empowering local communities is an important aspect in developing sustainable tourism in Leuweung Oko, however, its development is still not optimal in several ways, such as:

- a. **Community Participation:** Currently, local community participation in the development and management of tourism in Leuweung Oko still needs to be increased. Efforts are needed to involve them actively in the decision-making process, planning and implementation of tourism activities. Through the Community-Based Tourism (CBT) model, the community can become the main partner in managing destinations and obtain greater economic benefits.
- b. **Skills Development:** Empowering communities also involves developing their skills and capacities. Training and education on tourism services, tourism business management, handicrafts, and other activities can provide people with the skills necessary to participate in the tourism sector. This will help

them increase their competitiveness and employment opportunities in the tourism sector.

- c. **Strengthening the Local Economy:** Community empowerment in Leuweung Oko also involves strengthening the local economy. This can be done by encouraging the development of micro and small businesses related to tourism, such as homestays, food stalls, handicrafts and transportation services. Support in terms of financing, marketing and market access can help local communities increase their income and improve economic prosperity.
- d. **Respect for Local Wisdom:** Community empowerment also includes respect for local wisdom and culture. Through the CBT approach, communities can maintain and promote their traditions, customs and local wisdom to visitors. This will provide an authentic tourism experience and give visitors a better understanding of local culture.
- e. **Partnership and Collaboration:** Community empowerment in Leuweung Oko also involves partnership and collaboration between local government, tourism entrepreneurs and local communities. Within this framework, policies and regulations that support community participation must be implemented. In addition, support in the form of training, mentoring, and access to resources is also important to ensure continued empowerment.

With strong community empowerment, Leuweung Oko can become a sustainable tourism destination and provide greater benefits for the local community. Through their active participation in tourism development and management, communities can increase income, improve quality of life, and maintain their local wisdom.

#### **4. Sustainable Tourism at DTW OKO**

Sustainable Tourism at DTW OKO is as follows:

- a. **Lack of Awareness and Education:** One of the things that is not yet optimal is the lack of awareness and education about sustainable tourism among the community around DTW OKO. The public must be given a better understanding of the importance of preserving the environment and local culture in the tourism industry.
- b. **Lack of Environmentally Friendly Infrastructure:** DTW OKO still does not have completely environmentally friendly infrastructure. For example, there are still shortcomings in waste management and renewable energy. There needs to be investment in infrastructure that supports sustainable tourism such as effective waste management systems and the use of renewable energy.
- c. **Over-tourism:** DTW OKO experiences the problem of over-tourism, namely the number of tourists exceeding the destination's carrying capacity. This can have a negative impact on the local environment and culture. It is necessary to regulate the number of tourists entering DTW OKO so that it remains within limits that can be managed well.

- d. Lack of Local Community Involvement: The local community around DTW OKO is still not actively involved in decision making regarding sustainable tourism. It is important to involve them in the decision-making process and provide opportunities for them to gain economic benefits from tourism.

## **5. Community Based Tourism at DTW OKO**

Even though Community-Based Tourism (CBT) at DTW Oko has been implemented well, there are still several things that are not optimal and need attention. Some aspects that need to be improved are as follows:

- a. Involvement and participation of local communities: Although local communities have been involved in decision making regarding tourism management, it should be noted that their involvement may not be optimal. Further efforts are needed to ensure that local communities are truly involved in planning, implementing and evaluating community-based tourism programs (Achmad, 2022). This includes ensuring that their voices and aspirations are heard and respected in decision making.
- b. Equitable economic empowerment: Although Community Based Tourism aims to economically empower local communities, it should be noted that the economic benefits of tourism may not be evenly distributed. Efforts are needed to ensure that employment opportunities and additional income generated from tourism are shared equally by all local communities. This can be achieved through training programs, economic diversification and an inclusive approach.
- c. Deeper cultural preservation: Although DTW Oko has made efforts to promote and preserve local culture, it should be noted that cultural preservation may not have reached optimal levels. Concrete steps are needed to maintain traditions, local wisdom and unique cultural heritage. This includes efforts in documentation, education and preservation of cultural traditions that can involve the younger generation and society at large.
- d. Stronger environmental impact management: Although community-based tourism at DTW Oko has attempted to minimize negative impacts on the environment, it still needs more attention to stronger impact management. Continued efforts are needed to monitor and reduce environmental impacts, including waste management, use of renewable energy, and more effective ecosystem protection. Collaboration with environmental experts and research institutions can help strengthen better environmental impact management.

## **6. Analysis of Internal and External Factors of DTW Leuweung OKO**

Analysis of Internal and External Factors of DTW Leuweung OKO is as follows:

a. IFAS (Internal Factors Analysis Summary)

Strengths:

- 1). Community involvement in community-based tourism development.
- 2). The natural beauty and diversity of panoramas at DTW Pesona Leuweung Oko.
- 3). Large market potential with tourist interest in sustainable tourism.

Weaknesses:

- 1). Inadequate infrastructure such as damaged roads and lack of public transportation.
- 2). Lack of knowledge and skills in tourism management among local communities.
- 3). Lack of effective promotion and marketing to attract tourist interest.

b. EFAS (External Factors Analysis Summary)

Opportunities

- 1). Government support in developing sustainable tourism.
- 2). Potential for increasing community income through community-based tourism.
- 3). Advances in technology and use of social media for more effective promotions.

Threats:

- 1). Climate change and environmental damage can threaten the sustainability of tourism destinations.
- 2). Competition with other tourist destinations around the Garut area.
- 3). Potential conflict between local communities and visitors which could affect the image of the tourism destination.

Based on the results of the IFAS EFAS analysis above, the recommended strategies that can be implemented by the Leuweung Oko management are as follows:

a. Strengthening Infrastructure and Accessibility

- 1). Carry out repairs and maintenance on the road to DTW Pesona Leuweung Oko so that it can be easily accessed by tourists.
- 2). Improve adequate public transportation facilities to facilitate tourist access to destinations.
- 3). Develop supporting facilities such as parking, toilets and comfortable rest areas to increase visitor comfort.

b. Increasing Community Knowledge and Skills

- 1). Holding training and workshops for local communities on sustainable tourism management, destination management and customer service.
- 2). Encourage community participation in tourism development activities, including involving them in decision making regarding destination management and maintenance.

- c. Effective Promotion and Marketing
  - 1). Increasing promotions through the use of social media and online platforms to reach a wider target market.
  - 2). Develop creative and interesting marketing campaigns to attract potential tourists.
  - 3). Collaborating with local and regional travel agents to expand the promotional distribution network.
- d. Environmental Management and Sustainability
  - 1). Supervise and maintain the environment by maintaining cleanliness and preserving nature at DTW Pesona Leuweung Oke.
  - 2). Apply sustainable tourism principles in destination management, such as the use of renewable energy, waste management, and protection of local flora and fauna.
- e. Collaboration with the Government and Related Parties
  - 1). Building partnerships with local governments and related agencies to get support in developing sustainable tourism.
  - 2). Seek funding sources from government programs and non-government organizations that support sustainable tourism development.
  - 3). Involving local communities in collaboration with related parties to obtain financing and technical assistance.
- f. Product Development and Tourism Experience
  - 1). Providing various kinds of tour packages that combine cultural, natural and educational activities at DTW Pesona Leuweung Oke.
  - 2). Develop creative products such as local handicrafts and traditional food to increase local community income.
  - 3). Offer different and unique tourism experiences, such as homestays with local communities or educational ecotourism activities.

## E. CONCLUSION

In order to improve the management of the Pesona Leuweung Oke DTW, collaboration is needed between the regional government, local communities, tourism entrepreneurs and other relevant stakeholders. Support from the central government, assistance from experts, and active community participation will be the key to successful sustainable management and ensuring that DTW Pesona Leuweung Oke becomes an attractive and well-maintained destination for visitors to enjoy.

Overall, Community Based Tourism at DTW Oke has had a positive impact, but there is still room for improvement. By increasing local community involvement, equitable economic empowerment, deeper cultural preservation, and stronger environmental impact management, DTW Oke can continue to improve sustainable community-based tourism practices and provide maximum benefits to local communities and the surrounding environment.

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