

Management of Sendang Maibit Tourism Based on Community-Based Tourism in Mibit Village, Rengel District, Tuban Regency

Fifi Fitria Nurul Fatimah¹, Ahmad Taufiq¹, Musta'ana¹

¹Faculty of Social and Political Sciences, Bojonegoro University, Indonesia

Email: fitriaifi1701@gmail.com

Abstract. *This study aims to examine the implementation of Community Based Tourism (CBT) in the management of Sendang Maibit tourism in Maibit Village, Rengel District, Tuban Regency. Using a qualitative approach, this study involves field observations, in-depth interviews, and document studies to understand the role of local communities in tourism management. The results of the study show that the community actively participates in tourism planning and management, especially through tourism awareness groups (pokdarwis). Although the CBT approach has had a positive impact, several challenges remain, including limited management capacity, inadequate infrastructure, and lack of tourism promotion. However, with the right support from the government and the private sector, Sendang Mibit has great potential to develop as a sustainable community-based tourism destination. This study highlights the importance of community empowerment and collaboration between stakeholders in achieving the success of community-based tourism.*

Keywords: *Community-Based Tourism, Tourism Management, Community Participation, Sustainable Tourism in Sendang Mibit*

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INTRODUCTION

Tourism involves various stakeholders who play a role in the system, generally divided into three main pillars: (1) the community, (2) the private sector, and (3) the government (Nanda et al., 2024). Currently, tourism in Indonesia has experienced significant growth, as evidenced by the increasing number of foreign tourists who visit to enjoy Indonesia's natural beauty. This potential needs to be utilized by the Indonesian people by developing the tourism sector which is expected to improve people's living standards and welfare. The uniqueness and beauty of natural tourist attractions spread across various regions in Indonesia have a unique attraction for tourists and have the potential to have a positive impact on economic growth (Nawangarsi et al., 2024). Similarly, both central and local governments have a responsibility to ensure that each individual's right to tourism is fulfilled, thereby improving welfare and fostering international friendship in an effort to achieve global peace. Well-optimized tourism has the potential to overcome various economic challenges, especially in developing countries such as Indonesia (Nanda et al., 2024). Based on this, a tourism sector management system is needed that is appropriate to the potential of each tourist destination.

One of the tourism development systems is Community-Based Tourism (CBT), a tourism development concept that is popular in various regions in Indonesia. This concept emphasizes the active participation of the local community in planning, managing, and utilizing tourism activities. In this context, local communities are not only the beneficiaries of tourism impacts but

also the main actors responsible for sustainable tourism management. According to Suansri (2003), the main goal of CBT is to improve the welfare of local communities through their active participation in welfare efforts, while maintaining environmental quality, protecting social and cultural life, and managing tourism responsibly from a social, economic, and environmental perspective. In other words, this concept provides an opportunity for communities to maintain and preserve their local culture and environment while enjoying the economic benefits of tourism activities.

Referring to the core principles of Community-Based Tourism outlined by UNEP and WTO, Suansri (2003) developed five main principles for the development of CBT. The first is economic principles, which include indicators such as funds for community development, job creation in the tourism sector, and increased income for the local population. The second is social principles, which are characterized by improving the quality of life, a fair division of roles between men and women, and strengthening intergenerational organizations. The third is cultural principles, which are characterized by respect for cultural diversity, encouraging cultural exchange, and the creation of development practices that are in harmony with local cultures. Fourth is environmental principles, with indicators such as effective land use and well-established waste management systems. The fifth is political principles, which include increasing local participation, guaranteeing people's rights in managing natural resources, and strong communication with local authorities (Musleh, 2023). One of the villages that has the potential to become a natural tourist destination is Sendang Maibit in Maibit Village.

Maibit Village, located in Rengel District, Tuban Regency, is one of the villages that has promising natural tourism potential, especially with Sendang Maibit, a natural spring that has long been an important aspect of local life. Sendang Maibit not only serves as a source of water for the villagers but also has significant historical and cultural value. This type of nature tourism is in line with the CBT approach, as it involves direct interaction between tourists and local communities and promotes stronger environmental conservation efforts. As part of the tourism development strategy, Sendang Maibit can be improved through a community-based tourism approach to encourage active community involvement in tourism management, maintain ecosystem balance, and support social and economic sustainability (Nugroho, 2018).

The development of community-based tourism in Sendang Maibit is also in line with environmental conservation efforts. Natural tourist attractions such as Sendang Maibit require careful management to prevent damage to the surrounding ecosystem. In this regard, local communities can play an important role as environmental guardians, ensuring that tourism activities do not negatively impact the sustainability of the natural resources around Sendang Maibit. As emphasized by Wearing and McDonald (2002), CBT can increase local awareness of the importance of environmental conservation because residents often have a strong emotional connection with the area, which ultimately motivates them to engage in conservation activities (Febrian & Suresti, 2020).

The development of community-based tourism management in Maibit Village comes with challenges and opportunities. While CBT has significant potential to provide economic benefits, its main challenge lies in ensuring that local communities have the capacity to participate effectively in tourism management. Therefore, continuous training, education, and mentoring are needed to enable the community to effectively manage Sendang Maibit and generate sustainable economic benefits without sacrificing local cultural and environmental values (Hermawan, 2017).

According to research by Utami et al. (2022), which examined the application of CBT in supporting sustainable tourism to improve socio-economic conditions in the tourist village of Kebon Ayu, the findings show that the economic and social dimensions of CBT in Kebon Ayu have had a positive impact and provided significant benefits. These benefits include improved quality of life, increased community income, job creation, increased pride among residents, and

increased community participation and loyalty in local activities, thus ensuring the sustainability of tourism development in the village.

Meanwhile, according to Fifiyanti et al. (2023) the goal is to understand the application of the concept of Community-Based Tourism (CBT) in the management of sustainable tourism destinations. Tourism management in Burai Village, Ogan Ilir, began with an initiative from the local community, encouraging the participation of other communities in developing the village as a tourist destination. This includes exploring tourism potential, forming organizations or community groups to manage destinations, conducting environmental conservation activities, and creating various business opportunities for local residents.

In addition, according to (Anggraeni & Rahmawati, 2021) who conducted a study that aimed to analyze the implementation of Community-Based Tourism (CBT) based on the principles of environmental, economic, and social sustainability in the Pancer Cengkrong Mangrove Forest tourist area in Trenggalek Regency. The results of the study show that the implementation of CBT has improved the local economy, as evidenced by the formation of community development funds and the creation of new jobs, which has a positive impact on local income growth. The social aspect is also addressed by improving the quality of life, eliminating gender discrimination, and developing the skills and knowledge of members of the organization through formal and informal training.

Thus, through the CBT approach, Maibit Village has the potential to become a tourist destination that not only provides a unique experience for tourists but also advances the welfare of the local community. Furthermore, Community-Based Tourism (CBT) can build networks between various related sectors and create a market for the tourism products developed. However, the success of the CBT implementation in Sendang Maibit is highly dependent on the support of many parties, including business actors, local governments, and non-governmental organizations who share the same vision to empower local communities and preserve the existing natural tourism potential. This collaboration among stakeholders will be the key to realizing sustainable and inclusive tourism management in Maibit Village.

In line with this, the researcher will conduct research that aims to understand the impact of the implementation of Community-Based Tourism (CBT) management in tourism development in Sendang Maibit.

METHODS

This study adopts a qualitative approach presented in narrative form to explore the data in depth, with the aim of providing a holistic view that is relevant to the focus of the research (Aurellia et al., 2023). In addition, this was done to gain a comprehensive understanding of the tourism management process in Sendang Maibit, Maibit Village, Rengel District, Tuban Regency, from the perspective of Community-Based Tourism (CBT). Referring to the qualitative method of Mayaka et al. (2018), this study focuses on the exploration of social and cultural phenomena, as well as the participation of local communities in managing community-based tourism. Data collection was carried out through field observations, in-depth interviews, and document studies to understand the implementation of CBT in the area.

The research location in Maibit Village was chosen because of its potential as a community-based natural tourism destination. The research informants included local community members involved in tourism management, visitors, members of tourism awareness groups (pokdarwis), and representatives from the village government. In-depth interviews and observations were used to explore their perspectives and experiences in managing tourism in Sendang Maibit, while the study of the documents provided insights into local tourism policies and strategies (Purmada et al., 2016).

The data obtained will be analyzed using thematic analysis techniques based on the Braun and Clarke (2006) approach. Braun and Clarke describe thematic analysis as a data analysis method to identify themes or patterns that emerge from the information collected by researchers

(Sitasari, 2022). The stages of this method include data introduction, initial coding, theme search, theme review, defining and naming themes, and compiling reports. The use of inductive techniques involves drawing general conclusions based on specific facts or observations, which aim to explain the various phenomena that exist. The focus of this research is to identify the basic principles of CBT implementation in managing tourism in Sendang Maibit as an indicator of the effective implementation of the CBT concept.

RESULTS AND DISCUSSION

This study aims to understand the impact of the application of the concept of Community-Based Tourism (CBT) in tourism management in Sendang Maibit, Maibit Village, Rengel District, Tuban Regency. At the Sendang Maibit tourist location, the tourism awareness group (pokdarwis) in Maibit Village functions as the main driver in managing tourism activities. Pokdarwis collaborates with the local community in various aspects, including the management of tourism facilities, providing services to tourists, and preserving the environment around Sendang Maibit (Hermawati, 2020). Based on data obtained through observations, in-depth interviews, and document studies, some findings are based on the basic principles of Community-Based Tourism development, as follows:

Economic Principles

The application of economic principles in the development of Community-Based Tourism (CBT) involves several strategies that aim to improve the economic welfare of the community. Based on the research conducted, it was found that there is already a fund management system, managed by Village-Owned Enterprises (Bumdes), which is responsible for the renovation of Sendang. This allows all the funds needed to develop tourist locations sourced from the budget allocated by Bumdes. This tourism has opened several new jobs for the surrounding community. The following is the data on jobs created from

Table 1. Economic Development of Local Communities

New Jobs	Previous Jobs	Daily Income
Parking Guard	Not Working Yet	IDR 100,000 – 150,000
Coffee Shop Guard 1	Not Working Yet	IDR 27,000
Coffee Shop Guard 2	Not Working Yet	IDR 27,000
Pentol Seller	Mobile Seller	IDR 100,000 – 300,000
Sempol Seller	Home Seller	IDR 100,000 – 300,000
Empek-empek Seller	Home Seller	IDR 100,000 – 300,000
Tour guide	Farmer	IDR 25,000

Based on the table above, it can be seen that the new job opportunities available are food vendors, parking attendants, and local tour guides who provide information to visitors about the history and cultural values of Sendang Maibit. Broadly speaking, this job is provided for youth and mothers who do not have jobs such as parking attendants and stall guards. In addition, this job can develop small businesses that already exist in the area such as mobile sellers who previously only sold at home, with this tourism makes the surrounding community who have a sales business can enter tourist attractions to sell around so that they can increase income. As for the tour guide, it is selected based on experience and deep knowledge of tourist attractions so that the tour guide can explain and answer questions from the tour.

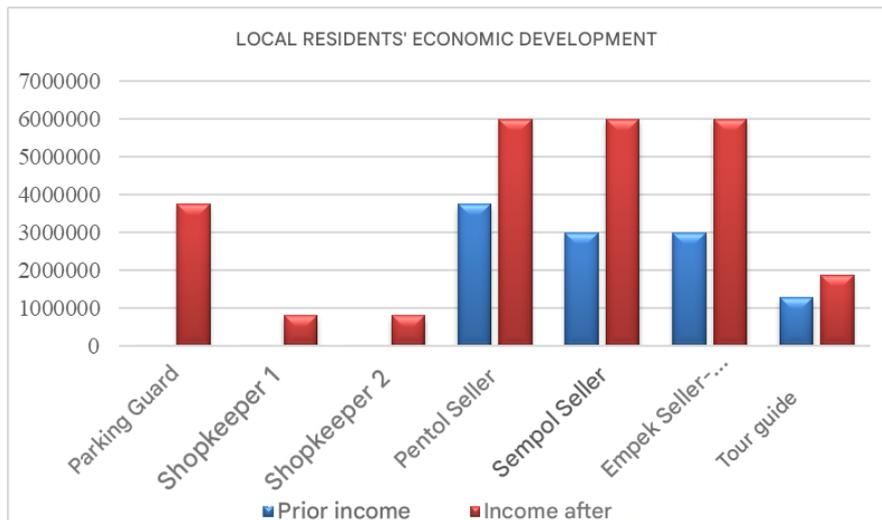


Figure 1. Local Community Economic Growth Diagram

Based on the diagram presented, it can be seen that there is an increase in income in each job provided. Before the existence of jobs from tourism places, the average income of snack sellers was around 3 million rupiah, but with the existence of tourism places that allow local snack sellers to sell in that place, the income increased to 6 million rupiah. In addition, it can be seen through the opening of jobs that are able to empower local people who have not yet worked, such as parking guards and stall guards who previously did not have an income to have an income of 4 million rupiah. So that this job has a great influence on women's groups, in this case housewives and youth around tourist area areas who previously did not have permanent jobs.

Social Principles

The application of social principles in the development of Community-Based Tourism (CBT) focuses on improving the quality of life of local communities and strengthening social structures. One of the indicators of the successful implementation of social principles is the active participation of community members, who are involved from the beginning in every aspect of tourism development, from planning to implementation, so that they feel owned and responsible for the success of the project (Nurhidayati & Fandeli, 2012). In Sendang Maibit, this is clearly seen because the community is directly involved in the planning and management of tourism activities. They participate in the construction and maintenance of tourism infrastructure, such as pedestrian paths to Sendang, rest areas, and parking lots. This social activity is carried out at every camping event held in the Sendang Maibit area.

Table 2. Schedule of Social Activities for Local Communities

NO	Implementation	Institution	Participants
1	02/02/2024	MTSN Rengel	50
2	09/02/2024	SMPN 2 Widang	100
3	23/05/2024	SMA Sumberejo	120
4	24/05/2024	Sman 4 from Bozanneger	40
5	07/06/2024	PONPES AR Rahmat	80
6	14/06/2024	Mits Salfia Seeman	11
7	18/06/2024	SMA Muhammadiyah 1 Babat	95
8	30/06/2024	Saka Wira Kartika Boureno	30
9	17/07/2024	Ikatan Keluar Al Kautsar Boureno	75
10	17/07/2024	Outbond MTS Mamba's Inside Ketungadam	60
11	17/07/2025	Outbond Karang Dayu Boureno	75
12	18/07/2026	Aubond told SM Tarun	185
13	25/08/2024	IPM Muhammadiyah Bojonegoro	40

14	07/09/2024	STIT Muhammadiyah Bojonegoro Association	50
15	14/09/2024	SDIT/SMPIT Insan Permata	247
16	15/09/2024	Ma Salfiyah Bajnegar	50
17	15/09/2024	Score 4 from business	25
18	06/10/2024	MTS Sunan Drajat	40
19	20/10/2024	SMPN 1 Parengan	90
20	20/10/2024	Outbond Madin + TPQ Baitul Jannah	70

The table above presents camping activities carried out in sendang maibit based on the data above it can be seen that camping activities in maibit village are often carried out and every implementation of camping activities social activities is carried out. This social activity was attended by the surrounding community and the management officer of the maibit sendang. The influence of community participation in social activities in addition to the form of concern and sense of ownership of tourist attractions also affects social relations between the village government, tourist attraction managers and the surrounding community. This is because suggestions to make improvements to the facilities at the tourist attraction are not only conveyed by the tourism manager but also conveyed directly by the community who already know the condition of the facilities at the Sendang Maibit tourist attraction through the social activities carried out. According to the results of the interviews, community involvement has increased their sense of ownership of the tourist destination, ultimately contributing to the preservation of the local environment and culture. The sense of belonging that arises among local communities encourages them to appreciate and promote their cultural and traditional practices, such as traditional ceremonies, which can attract tourists.

Cultural Principles (Challenges faced to question the purity of culture, how many tours affect culture, Steps taken to ensure cultural purity)

The application of cultural principles in the development of Community-Based Tourism (CBT) is very important to maintain and preserve local identity and traditions. Based on the results of the interviews, it was found that the tradition of the birth of Sendang Maibit which occurs every Legi Wednesday (a certain day in the Javanese calendar) has become a cultural practice that continues to be preserved by the local community. According to the Sendang Maibit keeper, "To respect culture, people cannot forget or abandon it because it is a relic of our ancestors. The main tradition of Sendang Maibit is the Earth Offering ceremony, accompanied by the meeting of the Leather Wayung, as well as the Great Siratan, which requires the slaughter of a cow." Siratan Agung itself is a ritual where water from Sendang is poured to village leaders, such as RT (head of the neighborhood), RW (head of the neighborhood association), and local residents. This ritual is intended to ensure that the water from Sendang flows abundantly and brings blessings. This celebration process is still carried out every year and is one of the main attractions for tourists to visit Sendang Maibit.



Figure 2. Preservation of Traditional Culture in Sendang Maibit

The picture above is a little description of the implementation of traditional culture in sendang maibit which is followed by various groups of people and tourists. However, with the

number of tourists who come, of course, there are many cultural exchanges so it is necessary to take steps to preserve the original culture in sendang maibit. One of the steps taken by the tour manager is the provision of tour guides who are tasked with telling the history of Sendang Maibit and the traditional culture carried out in Sendang Maibit, so that tourists can be interested and appreciate the traditional culture in Sendang Maibit. In addition, another step taken is from the community itself to continue to consistently carry out traditional culture in sendang maibit so that the culture in sendang maibit can continue to be carried out from generation to generation.

One of the challenges faced in the process of preserving traditional culture in sendang maibit is the lack of participation from young people around sendang maibit so that it is felt that there is a need for interesting education to increase young people's interest in the preservation of traditional culture in sendang maibit and the history of sendang maibit. However, with the implementation of traditional culture in sendang maibit, it is used by the local community to promote their cultural products through local tour guides. By telling the history of this tradition, it is hoped that tourists will tell it back to others so that they can also visit the Sendang Maibit tourist attraction. The number of tourists attending cultural events has experienced significant growth, as reflected in the graph below.

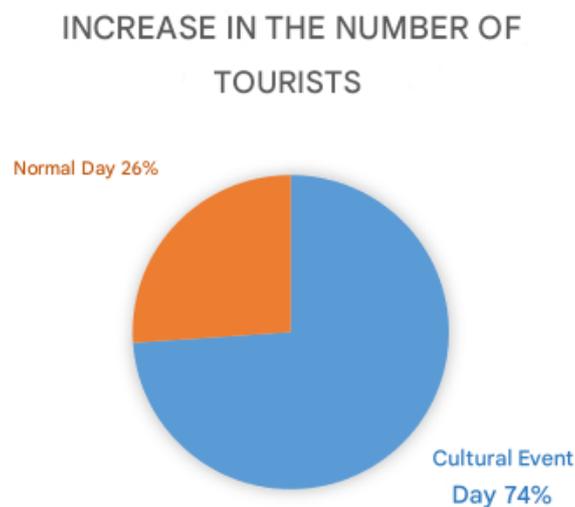


Figure 3. Increasing Number of Tourists Chart

In addition, the main focus of Sendang Maibit is its natural beauty. Tourists can enjoy pristine natural scenery, natural springs, and a peaceful rural atmosphere. However, based on observations, the development of supporting facilities such as accommodation and other public facilities is still limited (Purbasari & Asnawi, 2014).

Environmental Principles

The development of Community-Based Tourism (CBT) often emphasizes the importance of environmental principles in promoting sustainability and ecological balance. In Sendang Maibit, the community and Pokdarwis (tourism awareness groups) have initiated various programs to maintain cleanliness and environmental sustainability around Sendang. One of the successful programs is the "Sendang Bersih Movement", which involves local communities and tourists in cleaning tourist areas every week. Water management in Sendang is also a focus, with efforts to maintain water quality so that it remains clean and suitable for visitors (Purmada et al., 2016). The challenge faced in the development of tourist attractions and maintaining environmental sustainability is the lack of funds to add environmentally friendly garbage cans and waste management sites. In terms of the development of tourist attractions, it is felt that it does not have a negative impact on the environment because the Sendang Maibit tourist attraction is a tourist attraction that focuses on natural beauty, so that the development of tourist attractions will be carried out in line with maintaining the Sendang Maibit tourism environment.

Waste management at this tourist location has not been supported by the waste bank. Nevertheless, there are trash cans placed at several points to collect temporary garbage. Visitors are also encouraged to dispose of their garbage in the trash cans provided. The collected waste is then managed by tourism operators. Based on the above, it can be seen that environmental principles have been applied in Sendang Maibit, as evidenced by the fulfillment of environmental utilization indicators and the existence of a waste management system. But it is still necessary to supervise the number of visitors who throw garbage carelessly so that it can damage the environment and tourist attractions in Sendang Maibit. The step taken by the tourism manager is to provide encouragement at various points of tourist attractions to maintain the environment of tourist attractions and dispose of samapah in its place.

Political Principles

The application of political principles in the development of Community-Based Tourism (CBT) is essential to ensure that local communities have control and active participation in tourism management. In Sendang Maibit, all management is carried out by Bumdes (Village-Owned Enterprises) in collaboration with the local community. This led to the development of Sendang Maibit, which initially had only a campsite but has since developed into a more diverse tourist destination. The management of sendang maibit is carried out in a transparent manner, namely with open communication between the local community around sendang maibit and BUMDes. This is done because those who receive positive and negative impacts with all developments in the sendang maibit tourism are the people around the sendang maibit. Such as the procurement of parking lots and stalls in tourist attractions which is a suggestion from the community and BUMDes which is then communicated further until the surrounding community accepts the procurement and the procurement is carried out to give a positive impact on the surrounding community.

Currently, Sendang Maibit is equipped with various facilities, such as flying foxes, tourist boats, and camping areas, making it more attractive to visitors. So that this autonomy leads to collaboration so that it is hoped that it will generate a lot of creativity for the development of sendang maibit tourism. However, there is still a lack of good communication between the management and the local government. This results in inadequate infrastructure at tourist sites, such as roads to the location, toilets, and rest areas.

Table 3. Basic Principles of CBT in Sendang Maibit

Principle	Indicators achieved
Economics	Raising funds for community development Creation of new jobs Empowerment of local communities
Social	There is active participation of community members involved in tourism development The creation of a sense of ownership towards Maibit sendang tourism Improving the quality of life of the community by creating new jobs
Culture	Preservation of local culture Providing support for local arts and culture Community involvement in cultural preservation
Milieu	Utilization of the environment and available resources A waste management system is available.
Politics	Local communities have active control and participation in tourism management

Challenges in Managing Sendang Maibit Tourism

Although the implementation of CBT in Sendang Maibit has shown positive results, there are several challenges faced in its management, including:

One of the biggest challenges is the limited management capacity of local communities in managing tourism. Despite having a strong passion and commitment, most members of the community still lack adequate knowledge and skills in the field of tourism, such as marketing, visitor management, and financial management. This results in less than optimal tourism promotion and limited supporting facilities that can attract more visitors (Yachya, n.d.). The results of interviews with Pokdarwis management show that training and assistance from the government or related institutions are very important to increase community management capacity.

Limited infrastructure is also a challenge in the development of Sendang Maibit tourism. The road to Sendang Maibit is still inadequate, especially during the rainy season when access to the location becomes difficult. In addition, public facilities such as toilets, rest areas, and food stalls are still very limited. This affects the comfort of tourists and reduces the potential for tourism destinations to develop more rapidly.

Tourism management in Sendang Maibit still faces funding challenges. Most of the funds used for management come from community contributions and income from entrance fees, which are still limited. This lack of funding hampers the development of the necessary infrastructure and facilities. Support from local governments and the private sector is essential to overcome these limitations. However, so far, the assistance provided has been very minimal (Marlina, 2019).

The promotion of Sendang Maibit tourism is still carried out simply, especially through social media by the local community and Pokdarwis. There is no systematic marketing strategy to attract tourists, especially from outside the region. In addition, the lack of cooperation with travel agents or tourism networks at the regional or national level is a challenge in an effort to expand tourism market share.

Table 4. Main Challenges in Managing Sendang Maibit Tourism

Challenge	Description	Solution suggestions
Capacity Limitations	Lack of skills in tourism management, marketing, and finance	Training on digital marketing skills and resource management can be carried out focusing on sendang maibit tourism managers. Training can be carried out by BUMDes or using operational funds from tourist attractions.
Limited Infrastructure	Difficult road access, lack of public facilities	There needs to be good collaboration between BUMDes (as the manager of tourist attractions) and the village government to solve problems related to infrastructure, especially roads.
Limited Funds	Limited funding, lack of support from the government and the private sector	Tourist attraction management resources must have knowledge of fund management so that the funds obtained can be used effectively. In addition, BUMDes need to communicate related to funds for tourist attractions to the village government and other private parties.
Lack of Promotions	Tourism promotion is still simple, lack of network with travel agents	Digital marketing training to disseminate information related to tourist attractions more widely.

Community-Based Tourism Development Opportunities

One form of tourism development, especially in rural tourism, is community-based tourism (CBT). This approach involves the development of community-led participatory tourism, allowing locals to experience the immediate benefits of tourism (Fifiyanti et al., 2023). Although there are various challenges in developing Maibit Village tourism, Sendang Maibit has significant potential to further develop through the implementation of the optimal CBT concept. Some of the opportunities that can be taken advantage of include: 1) Government and Private Sector Support: Local governments can provide support through training and mentoring for the community in tourism management. In addition, the private sector can be involved in infrastructure development and promoting tourism; 2) Sustainable Tourism Development: By adhering to the principles of CBT, Sendang Maibit can be an example of an eco-friendly and culturally rooted tourism destination; 3) Diversification of Tourism Products: Beyond natural tourism, the development of cultural tourism products and environmental education can attract a wider range of tourists, including those interested in environmental preservation and local culture.

Overall, Sendang Maibit tourism management within the framework of CBT shows positive prospects; However, it still needs capacity building, infrastructure improvements, and support from various stakeholders to realize its potential.

CONCLUSION

This study examines the application of the concept of Community-Based Tourism (CBT) in managing tourism in Sendang Maibit in Maibit Village, Rengel District, Tuban Regency. The results of the study show that CBT has been implemented through the application of five core principles of CBT: economic, social, cultural, environmental, and political principles in Sendang Maibit. The local community, through tourism awareness groups (pokdarwis), plays a central role in designing and implementing tourism activities in Sendang Maibit, focusing on natural beauty, environmental education, and local cultural preservation. However, there are several significant challenges faced in managing tourism, such as limited community management capacity, lack of supporting infrastructure, inadequate funds, and suboptimal tourism promotion. These challenges have an impact on the development and sustainability of community-based tourism in Sendang Maibit. Nonetheless, Sendang Maibit has great potential for further development with support from the government, the private sector, and capacity building for the local community. Infrastructure development, training, and diversification of environmental and culture-based tourism products can help maximize the potential of these destinations within the framework of sustainable tourism.

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