



Community Based Tourism on Natural Tourism Destination

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Abstract. The objective of this study is to look at the feasibility and development of natural tourism destination using the concept of Community Based Tourism (CBT). This study uses a quantitative research method with a descriptive approach. The population in this study is the host of tourism destination and the local community of the destination. The psychological aspect is the most important part of the findings in this study due to the benefit and potential tourist destination is not well recognized by the local communities. Furthermore, the result in the political aspect shows the involvement of local government in building tourism needs more attention.

Keywords: Community based tourism, Natural tourism destination, Mango Plantation.

1 Introduction

Tourism is a major growing sector with a significant impact on all sectors of the economy, society, and the environment, especially in the term of job the generation globally [1]–[3]. The tourism industry is predicted to develop at rate of 3.3% per year, with 1.8 billion tourist arrivals by 2030 in various destinations [4]–[6]. It has long been known that tourism can make a significant contribution to poverty alleviation, especially for communities around tourist attractions [7], [8]. The contribution of tourism to poverty alleviation can be in the form of the conservation of natural and cultural assets, skills training, and infrastructure development such as roads and water supply [9].

Indonesia, with its unique landscapes and ecosystems, is a popular tourist destination around the world [10]. This adds significantly to the country's foreign exchange reserves while also providing direct and indirect employment opportunities for Indonesia's large population [11]. The gains are supported by visitor arrivals which have steadily increased by approximately 8.88% from 2011 to 2017, with a record growth rate is more than 20% in 2017 [12]. Tourism in Indonesia is a strategic and medium sector for integrated programs and activities across development sectors, so tourism has the potential to become a pioneer of development for local communities rich in coastal ecosystems [13], [14].

Indonesia offers a varied range of natural assets that are underutilized in terms of tourism. The government intends to build new locations using Bali as the development

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model of choice. Improving the local population's tourism-related abilities will give them with more job options. This necessitates reforming vocational education and training [10]. The importance of extension and training programs for local communities in Indonesia in increasing community skills that may be used to improve the quality of life and welfare by exploiting existing resources and potential in the village as a tourism destination [15].

One of the tourist concepts that is currently being explored in the world is community-based tourism, also known as Community Based Tourism (CBT), which has been extensively recognized for its ability to boost the local economy [16]–[19]. CBT is described as a tourism social or community planning method. The concept of community-based tourism, which had been first nurtured by international organizations in the past three decades [20], is a major and intensely compelling concept in the development of conventional tourism theory (growth-oriented model), which is strongly tied to assuring local communities' active participation in existing the tourism development [21]. CBT is crucial in poverty decrement because it leads in developing community, which in turn supports community sustainability [22].

Indonesia as a vast archipelago has different characteristics of tourist attractions in each city. Karawang, a city on West Java's north coast, has long been renowned as a national rice granary, but it turns out that the city's achievements are not limited to rice growers [23]. Karawang Regency is one of the regencies with enormous natural potential for gold in the future, one of which is with the notion of a populist economy in order to maximize the region's tourism appeal. Mountain tourism, forests, lakes, beaches, archaeology, heritage, ecotourism, gastronomic, shopping, pilgrimage tourism, industry, and tourist locations are all features of Karawang tourism attractiveness in this district [24]. As Image Tourism is based on local community resources, such as local people as well as local infrastructure, facilities, and special events or festivals, working together is very important to properly access and develop these resources.

Tourism is one of the most affected industries by the hit of the Covid-19 pandemic, as evidenced by the declining level of tourist visits and other tourism support sectors. The effect of decline in the tourism business is due to the involvement of many economic sectors in the tourism industry, tourists' travel and accommodation being one of them. In addition, there are various other supporting sectors for tourism activities that are also affected. This makes it especially appropriate to analyse social tourism research, as its proponents have long disputed its role in driving tourism development that is fair and equitable, ecologically more sustainable, and provides critical health and well-being benefits for visitors [3].

This condition also occurred in surveyed tourist destination, which is one of the local business units which is called BUMDES, which not only experienced a decrease in tourist visits but also sales of SME's products sold at the destination. So that this further reduces community participation in supporting the progress and sustainability of surveyed tourist destinations. Meanwhile, basically, not only surveyed tourism destination is a potential village product development, but also there is a large mango plantation with various types of mangoes planted which can produce tons of mangoes every year. This potency also makes the tourism village as the host of Mango Festival which is

fully supported by West Java Province. However, the two potencies are not utilized by the local communities to support each other.

Based on this phenomenon, the researcher intends to research to understand community perceptions regarding tourism potential through the CBT concept and become the basis for tourism development in Karawang Regency after the pandemic period and be able to find potential products that synergize with the existing potencies in the village, namely tourism and mango plantations, so as to create a tourist destination based on community empowerment.

2 Method

This study's research methodology is quantitative, with the objective of analyzing and describe local community perceptions of surveyed tourism destination through the CBT concept. The quantitative method examines the relationship between variables as a method for testing objective ideas. These variables, in turn, are typically measured with tools, allowing data in the form of numbers to be evaluated using statistical processes. Data is acquired with attitude-measuring tools, and the information is processed with statistical techniques and testing [25]. Then, the results of the data obtained from distributing the questionnaires were processed by analyzing the confirmatory factor analysis and measuring mean for every indicator.

The main questions in the distributed questionnaire include, respondent identification with the features of the community based tourism itself such as Psychological, politics, social, culture, environment, economy and tourism [13].

The population used in this research is local communities and also farmers and farm laborers of mango plantation to then determine a sample that represents the population with representative characteristics of the development of the CBT concept, the number of samples are 2 respondents of destination managers, 2 respondents of local government, 47 residents and 23 mango farmers.

3 Result and Discussion

The empirical findings show that community perceptions of surveyed tourism destination through the CBT concept can be achieved by using a distinct Although CBT development leads to psychological, political, socio-cultural, environmental, and economic aspects, it may not maximize tourism potential or preserve the environment and local culture. As a result, by enhancing knowledge of CBT development, this research makes a substantial contribution to the CBT development literature. The result of this research shown at Table 1. Result below:

Table 1. Result

No	Enablers	Measurement	Mean	Loading Factor
1	Psychological	The uniqueness of local culture	0.473	0.898
2	Politic	Participation of local residents	0.412	0.910
3	Social	Community life quality	0.488	0.850
4	Culture	Respect for the local culture	0.439	0.913
5	Environment	Concern for conservation	0.337	0.921
6	Economy	Tourism development fund	0.311	0.875
7	Tourism	Visitor satisfaction with accommo- dation	0.287	0.848

The psychological aspect is the most important part of the findings in this study because in fact, the community around tourist destinations still does not recognize the potential and benefits of tourist destinations and shows involvement in building tourism which is a political aspect in this case.

Tourist psychology studies people who behave as tourists. Therefore, tourism must be analyzed not only from an economic-geographical perspective, but also the behavior of tourists when exposed to emotional factors to protect their health and well-being. Travelers often want to get away from daily routines and stress, discover new dimensions in life, new experiences, and unique or unusual situations. Psychology studies behavior, experience and customer relationships [13].

In the tourism context, an increase in pride associated with psychological empowerment is one of the non-economic benefits that is quite crucial in sustainable tourism. This occurs when initiatives are born to promote community trust and pride resulting from recognition by foreign tourists of uniqueness, local cultural values, natural resources and local wisdom [17]. CBT through a review of the political dimension focuses on ways to gain control over one's affairs or delegation of authority. When communities have a role in how tourism is created and handled in their area, they are politically empowered. They get the ability to ask questions and participate in choices affecting their life, ultimately influencing the path of tourism development. This means that true community empowerment involves more than just including the population in tourism activities (for example, community involvement) [12].

During the engagement stage, the community should focus on distributing economic benefits to residents and protecting the natural environment by educating residents and promoting their ability to provide tourism services, such as by offering ecotourism programs, mango cultivation, environmental interpretation services, local cuisine, and processed products and crafts [22]. Residents can generate money from tourism by creating job possibilities in the tourism industry. Furthermore, communities can use the recreation opportunity spectrum idea to develop paths for tourists so that they can appreciate natural and cultural resources. Signs and interpreters can be used to educate and encourage tourists to practice environmentally responsible behaviour. Environmentally responsible capacity. During the development and consolidation stages, social carrying capacity thresholds and challenges relating to local environmental protection should be monitored. Furthermore, managers should create and plan zones for recreational and

residential regions to divide tourist activity areas from residential areas in order to avoid tourists from disrupting people's daily life.

4 Conclusion

The study indicates that different elements influence residents' perceptions at different phases of development; as a result, managers should analyse development opportunities and then implement appropriate development strategies at various stages of development. The study's findings shed light on the ramifications of CBT development, making important recommendations for future research areas. As such, this study adds to our understanding of CBT development and offers an important contribution to the CBT development literature.

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