A Model for Developing Heritage-Based and Community-Based Tourism in Berangbang Village, Jembrana

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Abstract. The objectives of this study are to determine the potential for historical tourism in Berangbang Village, Jembrana Regency, assess the degree of community involvement in tourist development, and provide a model for community-based heritage tourism. A mixed-methods approach was employed by combining qualitative exploration and descriptive quantitative analysis. Qualitative data were collected through observations, in-depth interviews with seven key stakeholders, and document analysis, while quantitative data were obtained from a survey of 96 local residents using a five-point Likert scale. The findings reveal that Berangbang Village possesses significant tangible heritage, including the approximately 2,000-year-old Sarcophagus Site and Kahyangan Jagat Pucak Luhur Berangbang Agung Temple, as well as intangible heritage represented by the history of the Jembrana Kingdom, the *melukat* purification ritual, and local cultural values. Community participation is high during the planning stage (mean = 4.10), but remains low in implementation (2.55), benefit sharing (2.58), and evaluation (2.60), indicating that local communities have not yet become active implementers or primary beneficiaries of tourism development. Based on these findings, this study proposes an Input–Process–Output–Outcome (IPOO)-based Community-Based Heritage Tourism Model. The model integrates five strategic pillars: heritage resources as the primary input; Community-Based Tourism governance and participatory development processes as the operational mechanism; tourism product development as the output; and sustainable tourism village development as the ultimate outcome. The proposed model provides a practical framework for integrating heritage conservation, community empowerment, tourism product diversification, and sustainable destination management. The findings contribute to the theoretical development of heritage-based Community-Based Tourism and offer practical guidance for policymakers and destination managers in developing sustainable heritage tourism villages.

Keywords: Community-Based Tourism, Heritage, Sustainable Tourism, Tourism Village

1 Introduction

One important industry that contributes to the expansion of the local economy is tourism, prosperity, and creating employment opportunities. This sector's contribution is evident in increased regional income, job creation, and the development of local

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businesses (Cooper et al., 2008; UNWTO, 2017). Furthermore, tourism can also stimulate other economic sectors such as trade, transportation, and the creative industry (Sharpley, 2009). In recent years, the development of tourist villages has become a crucial strategy in supporting sustainable tourism development. Tourist villages are a form of tourism development that utilizes the potential of nature, culture, and local community life as authentic tourist attractions (Nuryanti, 1993; Inskeep, 1991). Additionally, the creation of tourist villages gives village residents the chance to actively participate in tourism-related activities, boosting local revenue and enhancing cultural identity (Garrod & Fyall, 2000; Sunaryo, 2013).

One relevant approach to developing tourist villages is utilizing heritage as a tourist attraction. Heritage tourism focuses on tourism experiences related to the history, culture, and traditions of a community (Timothy, 2011; Timothy & Boyd, 2003). This cultural heritage can include historical sites, local traditions, traditional rituals, arts, traditional architecture, and various cultural relics passed down from generation to generation (Ashworth & Tunbridge, 2000; Garrod & Fyall, 2000). Utilizing heritage in tourism not only increases the attractiveness of a destination but also supports cultural preservation and strengthens local identity. The development of tourist villages also requires the application of Community-Based Tourism (CBT) principles, which make the community the main player in the organization, administration, and use of tourism-related activities. This approach emphasizes active community participation so that the economic and social benefits of tourism can be directly felt by local communities and supports cultural and environmental sustainability (Goodwin & Santilli, 2009; Murphy, 1985; Scheyvens, 1999; Suansri, 2003).

Berangbang Village in Jembrana Regency has significant heritage potential for development as a culture-based tourism village. This potential is evident in community traditions and simple archaeological findings such as sarcophagi, metal artifacts, and pottery, which indicate the presence of prehistoric settlements in Bali (Ardika, 2015; Ardika, 2018). Furthermore, there are ancient temples associated with the early history of the area, such as Pura Kahyangan Jagat Pucak Luhur Berangbang Agung and Pura Bukit Sari, which have both spiritual value and potential as cultural tourism attractions (Picard & Darling, 1996). In developing cultural tourism, sarcophagi can be utilized as archaeotourism objects, representing the belief systems of prehistoric communities. Metal artifacts reflect technological developments and traditional skills, while pottery depicts the daily lives and local wisdom of the community. These three heritage potentials can be developed as educational media, historical interpretations, and experience-based attractions, thus not only enhancing tourist appeal but also supporting cultural preservation and strengthening local identity.

Despite Berangbang Village's strong heritage potential, its development as a tourist village attraction remains suboptimal. Management of historical and cultural potential remains limited, and community involvement in village tourism development needs to be strengthened. This situation is inextricably linked to low community participation, influenced by several fundamental factors, such as limited understanding of the benefits of heritage-based tourism, which has prevented it from being viewed as a promising economic opportunity. Furthermore, limited human resource capacity, both in terms of knowledge and skills, also hinders active community involvement. Limited access to information, training, and mentoring also leads to a lack of community confidence in getting involved, compounded by the lack of strong local institutions, which leads to

unequal participation. On the other hand, the perception that the benefits of tourism have not been felt equitably also reduces community motivation, and suboptimal collaboration between stakeholders has resulted in the development of tourism villages not being participatory and sustainable (Scheyvens, 1999; Sunaryo, 2013).

Therefore, a heritage-based tourism village development model that integrates the principles of Community-Based Tourism is needed so that all potential can be managed sustainably by involving the community as the primary actor. This model is expected to serve as a guideline for managing tourism villages that can improve community welfare while preserving local cultural heritage (Goodwin & Santilli, 2009; Timothy, 2011). Based on this background, the research's purpose is to identify heritage tourism potential, identify the level of community participation, and create the appropriate model for developing a cultural heritage-based tourism village and community-based in Berangbang Village Jembrana.

2 Methodology

This research uses mix methodology between qualitative and quantitative approach. This method used based on the purposes of the research. Qualitative method that involves stakeholders including local communities, local governments, and tourism actors to thoroughly investigate Berangbang Village's potential as a heritage-based tourism village destination. Exploration of existing conditions related to the legacy of civilization and history namely sarcophagi, pottery, metal tools in the form of keris, king's crown, bronze plates and Pura as relics and cultural heritage in Berangbang Village. Besidee that, to create the proper model for community based heritage tourism also use qualitative approach.

To explore local community participation, the data in this study were analyzed using descriptive statistical analysis to provide an overview of the level of community participation in the development of Berangbang Tourism Village. Descriptive statistical analysis is an analytical technique used to describe or explain data characteristics without generalizing or testing relationships between variables (Ghozali, 2021). In this study, the analysis was conducted by calculating the average value (mean) of each indicator and dimension of community participation based on the results of a questionnaire using a five-point likert scale. The obtained average value was then interpreted using a class interval range to determine the category of participation level, namely very low, low, medium, high, and very high. Through this analysis, researchers were able to identify the dimensions of participation with the highest and lowest levels of involvement, thus providing a comprehensive overview of the condition of community participation in tourism village development. This questionnaire was distributed using a five-point Likert scale, therefore the value interval range for interpreting the research results is as follows (1).

$$Interval = \frac{5-1}{5} = 0{,}8 \quad (1)$$

So, the interpretation range As shown in Table 1.

Table 1. Value Interval Range

Mean	Category
1,00 - 1,80	Very low
1,81 – 2,60	Low
2,61 – 3,40	Moderate
3,41 – 4,20	High
4,21 – 5,00	Very High

Data collection techniques used included interviews, surveys, observations, and literature review. Seven informants were selected purposively, consisting of two key informants: the Berangbang Village Head and the Head of the Tourism Awareness Group (Pokdarwis); three primary informants: the Traditional Village Head, local tourism entrepreneurs (MSMEs), and community members active in tourism activities; and two supporting informants: tourism academics/practitioners and visitors. Meanwhile the sample size for this study was determined using the Slovin formula with a margin of error of 10%. With a population of 1,940 family, the sample size is calculated as follows (2).

$$n = N/(1 + N \cdot e^2) \tag{2}$$

Where:

* n = number of samples
* N = population (1,940)
* e = error rate (10% or 0.10)

This yields (2):

$$n = 1940/(1 + 1940 \times 0.10^2)$$
$$n = 1940/20.4$$
$$\text{n} = 95.1 \tag{2}$$

These calculations indicate that a minimum sample size of 96 respondents is needed for this investigation. Purposive cluster sampling is the sampling method utilized in this study. There were 14 respondents from each of the seven hamlets that make up Berangbang Village, for a total of 98 respondents in this study. Respondents had to be Berangbang Village locals who were at least eighteen years old and aware that the sarcophagus relic existed.

3 Result and Discussion

3.1 Heritage Potential of Berangbang Village

The results of in-depth interviews with seven informants including the Village Head of Berangbang, the Chair of the Tourism Awareness Group (Pokdarwis), the Kelian of Banjar Munduk Tumpeng, the Pura Priest, the Caretaker of the Sarcophagus Site, an academic, and a tourist revealed a consensus that Berangbang Village has two main heritage assets, as shown in Table 2 below,

Table 2. Tabulation of Heritage Potential of Berangbang Village

Heritage Categories	Heritage in Berangbang Village
Tangible Heritage	Sarkofagus (Stone Coffin)
	Kahyangan Jagat Pucak Luhur Berangbang Agung Temple
Intangibke Heritage	History of the Jembrana Kingdom
	Melukat tradition
	Cultural Value

Source: Research data, 2026

Table 2 shows that the heritage potential of Berangbang Village consists of tangible cultural heritage and intangible cultural heritage. Tangible cultural heritage includes the Sarcophagus Site and the Kahyangan Jagat Pucak Luhur Berangbang Agung Temple, while intangible cultural heritage includes the history of the Jembrana Kingdom, the melukat tradition, and the cultural values of the community. This classification aligns with UNESCO (2023) concept, which distinguishes cultural heritage into physical assets and cultural practices passed down from generation to generation.



Figure 1. Kahyangan Jagat Pucak Luhur Berangbang Agung Temple

The Sarcophagus Site (Figure 2) holds significant archaeological and historical value, as it is estimated to be over 2,000 years old and serves as evidence of prehistoric human settlement. Meanwhile, the Kahyangan Jagat Pucak Luhur Berangbang Agung Temple possesses historical and spiritual significance that remains vibrant in the community's daily life, making it a potential attraction for cultural and spiritual tourism.

In addition to tangible cultural heritage, the study also found that the history of the Jembrana Kingdom, the melukat tradition, and the community's cultural values constitute intangible cultural assets that strengthen the identity of Berangbang Village.

The existence of this cultural heritage provides an authentic experience for tourists through historical interpretation, cultural rituals, and spiritual activities that continue to respect local values.

Berangbang Village's heritage potential is a valuable resource for the growth of community-based tourism (CBT). Murphy (1985) highlights that local communities' participation in destination management is essential to the success of tourist development. Furthermore, Suansri (2003) states that CBT aims to improve community well-being through the utilization of local resources without eroding cultural identity. This is also in line with the ASEAN Community-Based Tourism Standard (2016), which emphasizes the importance of cultural preservation, community participation, and sustainable economic benefits.



Figure 2. Sarcophagus Site

Nevertheless, the research findings indicate that the heritage potential of Berangbang Village has not been fully utilized due to limited promotion, the lack of integrated heritage tourism packages, and destination management that does not yet fully involve the local community. In order to build a sustainable destination, a strategy that incorporates cultural preservation, historical tourism, spiritual tourism, and community empowerment is required for the development of a heritage-based tourism village and community-based tourism.

3.2 Level of Community Participation in Tourism Village Development

Planning, execution, benefit utilization, and evaluation were the four elements of community engagement in the development of Berangbang Tourism Village that were examined based on Table 3. The study reveals that each dimension has a different amount of community engagement. The average score for the planning dimension was 4.10, which is regarded as high. This result suggests that the community is actively participating in the planning process for the development of the tourism village. With an average score of 4.25, the community is reasonably active in attending village meetings and discussions pertaining to the development of the tourism village, and with

an average score of 3.95, they believe they have the chance to voice their thoughts about the village's cultural heritage preservation. This indicates that the planning process has implemented a participatory approach that provides space for community involvement in decision-making.

Conversely, for the implementation dimension, the average score was 2.55, which is considered low. These results indicate that community involvement in the implementation of tourism village development activities is still limited. Low participation is evident in the direct involvement of the community in mutual cooperation activities to maintain the cleanliness and sustainability of tourist attractions, which only received an average score of 2.49. Despite community willingness to contribute labor, materials, and ideas, with an average score of 2.61, this level of participation remains low. This finding indicates a gap between community involvement in the planning process and program implementation in the field.

Table 3. Average Score of Community Participation

No	Dimension	Mean	Total Mean	Category
	Planning			
1.	I regularly attend village meetings/deliberations regarding the development plans for Berangbang Tourism Village.	4,25	4,10	High
2.	I feel free and listened to when offering suggestions and ideas regarding heritage preservation in this village.	3,95		
	Implementing			
3.	I am directly involved in the community service to maintain the cleanliness and preservation of tourist attractions/heritage in the village.	2,49	2,55	Low
4.	I am willing to contribute my energy, materials, or ideas to the advancement of the tourism village.	2,61		
	Benefiting			
5.	The existence of tourism activities in Berangbang Village helps increase my family's income.	1,94	2,58	Low
6.	The development of the tourism village makes me even more proud of the culture and heritage of my ancestors.	3,23		
	Evaluation			
7.	I participate in monitoring the negative impacts (e.g., waste, social issues) of tourist visits.	2,55	2,60	Low
8.	I am willing to provide criticism or input if the tourism village management is not transparent or fair.	2,66		

Source: Research Data, 2026

For the benefit utilization dimension, the average score was 2.58, also in the low category. This indicates that the community has not yet optimally experienced the

economic and social benefits of the tourism village. Statements regarding increased family income due to tourism activities only received an average score of 1.94, the lowest among all the study indicators. However, the community still experienced non-economic benefits in the form of increased pride in their culture and ancestral heritage, with an average score of 3.23. This finding indicates that the benefits of tourism village development are felt more in the socio-cultural aspects than the economic aspects.

Furthermore, for the evaluation dimension, the average score was 2.60, which is in the low category. These results indicate that community involvement in the monitoring and evaluation process of tourism village management is still suboptimal. Community participation in monitoring negative impacts caused by tourism activities received an average score of 2.55, while participation in providing criticism or input on tourism village management received an average score of 2.66. This situation indicates that evaluation and social control mechanisms involving the community have not been running effectively.

Overall, the research results show that community participation in Berangbang Tourism Village is more dominant in the planning stage than in the implementation, benefit utilization, and evaluation stages. This finding indicates that although the community has been given space to participate in the decision-making process, this involvement has not yet fully manifested in concrete actions, benefit receipt, or oversight of tourism village management. Therefore, a more intensive community empowerment strategy is needed to increase community involvement at all stages of tourism village development so that the principles of community-based tourism can be more optimally realized.

3.3 Conceptual Model for Developing Heritage-Based and Community-Based Tourism in Berangbang Village

The proposed conceptual model is structured using the Input, Process, Output, Outcome (IPOO) framework, which provides a systematic approach for explaining how tourism village development is transformed from available resources into sustainable development outcomes (W.K. Kellogg Foundation, 2004). Within this framework, inputs represent the fundamental resources that initiate the development process, while processes describe the governance mechanisms and operational activities that convert these resources into tourism products. The outputs refer to the tangible tourism products generated through community participation and heritage utilization, whereas the outcomes represent the long-term impacts of the development process, including heritage conservation, community empowerment, local economic development, visitor satisfaction, and destination sustainability. By adopting the IPOO framework, the proposed model not only illustrates the sequential relationships among its components but also highlights the dynamic interaction between resources, participatory governance, implementation processes, and sustainable development goals, thereby providing a comprehensive framework for heritage-based tourism village development (see Figure 3).

Heritage resources constitute the fundamental input of the proposed tourism village development model in Berangbang Village. These resources comprise both tangible

and intangible cultural heritage, including the Sarcophagus Site, Pucak Luhur Berangbang Agung Temple, the historical legacy of the Jembrana Kingdom, the *melukat* purification ritual, local cultural values, and the village's research and educational potential. As primary tourism assets, these heritage resources provide the foundation for destination development while simultaneously requiring protection and preservation. Rather than viewing heritage solely as a cultural legacy, the model positions it as a strategic resource capable of generating authentic tourism experiences that enhance the competitiveness and uniqueness of the destination.

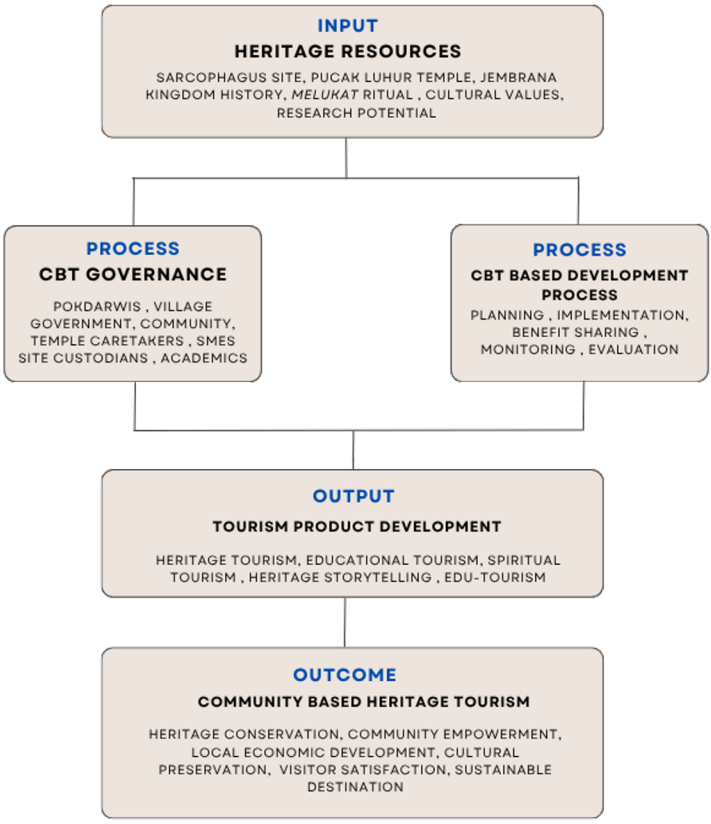


Figure 3. Proposed Model of Community Based Heritage Tourism in Berangbang Village

The second pillar focuses on Community-Based Tourism (CBT) governance as the institutional mechanism through which heritage resources are managed. This governance approach emphasizes participatory decision-making and collaborative management involving multiple stakeholders, including the Tourism Awareness Group (*Pokdarwis*), village government, temple caretakers, local communities, small and medium enterprises (SMEs), site custodians, and academics. Through inclusive governance, local communities are positioned not merely as beneficiaries but as key actors in planning, managing, and safeguarding tourism resources. Such collaboration

strengthens social capital, promotes shared responsibility, and ensures that tourism development reflects local aspirations and cultural values.

The third pillar represents the operational process of tourism development under the CBT framework. The development process consists of four interrelated stages: planning, implementation, benefit sharing, and evaluation, which are continuously supported by monitoring and feedback mechanisms. Planning involves identifying community needs and tourism opportunities based on local heritage assets. Implementation translates agreed plans into tourism activities and supporting infrastructure, while benefit sharing ensures that economic and social gains are distributed fairly among community members. Finally, evaluation and continuous monitoring provide opportunities for adaptive management, enabling stakeholders to improve tourism practices in response to changing community needs, visitor expectations, and conservation priorities. The growth of tourism villages is made more resilient and sustainable by this cyclical process.

The integration of heritage resources with participatory governance and systematic development processes generates a diverse portfolio of tourism products as the primary output of the model. These products include heritage tourism, educational tourism, spiritual tourism centred on *melukat*, yoga and reflective experiences, heritage storytelling, and other experiential learning activities. Each tourism product is designed to preserve the authenticity of local culture while providing meaningful experiences for visitors. By transforming cultural heritage into marketable yet sustainable tourism offerings, the model creates added value for the destination without compromising the integrity of its cultural and historical assets.

The creation of a sustainable tourism village that strikes a balance between community welfare, cultural preservation, and tourism competitiveness is the final result of the suggested approach. Sustainable outcomes are reflected in the preservation of heritage resources, strengthened community empowerment, increased local economic opportunities, enhanced visitor satisfaction, and reinforced cultural identity. Furthermore, the model promotes adaptive destination management through continuous learning and stakeholder collaboration, ensuring that tourism development remains responsive to future challenges. Consequently, the model contributes not only to the long-term sustainability of Berangbang Village but also provides a transferable framework for heritage-based tourism village development in other rural destinations with similar cultural characteristics.

4 Conclusion

This study confirms that Berangbang Village possesses significant potential for heritage tourism development through the integration of both tangible and intangible cultural heritage. The village's tangible heritage includes the approximately 2,000-year-old Sarcophagus Site and the Kahyangan Jagat Pucak Luhur Berangbang Agung Temple, while its intangible heritage encompasses the history of the Jembrana Kingdom, the *melukat* purification ritual, and enduring local cultural values. These heritage assets collectively provide a strong foundation for developing authentic cultural, educational, and spiritual tourism experiences. Nevertheless, their tourism potential has not yet been

fully optimized due to limited promotion, fragmented tourism product development, and the absence of integrated heritage management that combines conservation objectives with tourism development.

The findings further reveal that community participation in tourism village development remains uneven across different stages of the Community-Based Tourism (CBT) process. While community involvement in the planning stage is relatively high, participation during implementation, benefit sharing, and evaluation remains low. This imbalance indicates that local communities have been provided with opportunities to participate in decision-making but have not yet become fully engaged as implementers, beneficiaries, and evaluators of tourism development. Consequently, the economic benefits generated by tourism remain limited despite the community's strong appreciation of its cultural heritage. These findings suggest that strengthening community capacity, improving stakeholder collaboration, and creating equitable benefit-sharing mechanisms are essential to achieving the core principles of Community-Based Tourism.

Based on these findings, this study proposes an Input–Process–Output–Outcome (IPOO)-based Community-Based Heritage Tourism Model as a strategic framework for sustainable tourism village development. The model positions heritage resources as the primary input, applies Community-Based Tourism governance and participatory development processes as the operational mechanism, generates diversified heritage tourism products as outputs, and ultimately aims to achieve sustainable outcomes in the form of heritage conservation, community empowerment, improved local livelihoods, visitor satisfaction, and destination sustainability. Beyond addressing the development needs of Berangbang Village, the proposed model offers a practical and transferable framework that can guide heritage-based tourism development in other rural destinations with comparable cultural and historical characteristics.

To enhance the implementation of the proposed model, future tourism development in Berangbang Village should prioritize strengthening community capacity through continuous training, mentoring, and institutional empowerment to encourage active participation beyond the planning stage. Greater collaboration among local governments, *Pokdarwis*, traditional institutions, academics, and tourism businesses is also required to establish integrated heritage management and diversify tourism products based on the village's unique cultural assets. In addition, marketing strategies should be improved through digital promotion, heritage interpretation, and the development of integrated cultural and spiritual tourism packages to increase destination visibility and economic benefits for local communities. Future research is recommended to validate and refine the proposed IPOO-based model through quantitative approaches or comparative studies involving other heritage tourism villages, thereby enhancing its broader applicability and generalizability.

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