

Research Article

Sustainable Village Tourism Development Based on Community (Study of Sukarara Tourism Village, Central Lombok Regency)

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Abstract. This study aims to analyze the community-based sustainable tourism development in Sukarara Tourism Village, Central Lombok Regency. In the context of the NTB regional government's initiative to promote 99 tourism villages, this research employs a qualitative method with a case study approach to explore the role of the community in preserving local culture, enhancing the economy, and protecting the environment. The results of this study show that the collaboration between the community and the government in Sukarara Tourism Village has created sustainable and inclusive tourism, positively impacting both the community and the environment. The village government emphasizes the importance of preserving the ikat weaving tradition and effective environmental management, despite facing challenges related to infrastructure and human resource skills. Community involvement through Pokdarwis groups is crucial in planning and implementing tourism activities. Innovations in local product development, such as handicrafts and traditional foods, are optimized through effective training and promotion. The community also provides tourism services, including homestays and local guides, to enhance visitor experiences. Community involvement in decision-making through village meetings ensures that tourism policies reflect local needs. Environmental preservation is carried out through cleanup programs and education for tourists, while infrastructure development is improved with community participation. With a collaborative approach, Sukarara Tourism Village can become a successful example of sustainable tourism that benefits future generations.

Keywords: Sustainable Tourism, Role of Community, Local Culture, Improving Economy, Protecting Environment

1. Introduction

Tourism has become one of the pillar sectors in the Indonesian economy, playing an important role in increasing foreign exchange earnings and creating jobs. With more than 17,000 islands and rich cultural diversity, Indonesia offers a variety of attractive destinations that attract domestic and foreign tourists. The latest data shows that in 2022, the number of tourist visits reached 5,889,031 people, a figure that far exceeds the period before the COVID-19 pandemic (BPS, 2023). This significant recovery reflects the great potential of the tourism sector to contribute to national economic growth and community welfare.

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Although Indonesia's tourism sector has shown encouraging progress, the challenges faced are quite complex. The importance of careful planning and effective management is becoming increasingly clear, especially to ensure that tourism growth is not only economically profitable, but also socially and environmentally sustainable. In this context, the Community Based Tourism (CBT) approach is starting to gain attention. CBT places local communities as the main actors in the management and development of tourist destinations, with the aim of improving community welfare and preserving local cultural and environmental values (Giampiccoli et al., 2020).

The CBT approach offers many advantages, including creating a sense of ownership and responsibility among the community towards tourism development. Through active involvement in decision-making, communities can optimize existing resources and ensure that the economic benefits of tourism can be felt directly by them. Research shows that community-based tourism can serve as an effective tool in reducing poverty, increasing employment opportunities, and strengthening community social resilience (Juma & Khademi-Vidra, 2019). One real example of the application of CBT in Indonesia is the Sukarara Tourism Village in West Nusa Tenggara. This village is famous for its distinctive ikat weaving crafts, reflecting the uniqueness of local culture and traditions. Despite having great potential as a tourist destination, Sukarara faces a number of challenges that hinder further development. Issues such as suboptimal destination management, limited infrastructure, and lack of promotion are often obstacles in attracting more tourists (Citra & Pitana, 2023). For example, road accessibility that is not yet fully good and limited public facilities are of concern to visitors. However, community empowerment efforts in Sukarara Village have shown positive developments. Local communities play an active role in the development of this tourism village, which helps increase income and expand employment opportunities (Nelly Hidayati, 2023).

Within the framework of sustainable development, it is important to understand how community-based tourism development, such as that in Sukarara Tourism Village, can contribute to local welfare while preserving culture and the environment. This article aims to examine the potential and challenges in community-based tourism development, and how this approach can help achieve sustainable development goals in Indonesia. By prioritizing community participation, it is hoped that tourism will not only be a driving force for the economy, but also play a role in maintaining the authenticity and longing for local culture.

2. Literature Review

Tourism Development

Tourism development according to Barreto and Giantari (2015) is an effort to develop or advance tourist attractions so that the tourist attractions are better and more attractive in terms of the place and objects in them to attract tourists to visit them. Tourism development is all coordinated activities and efforts to attract tourists, provide facilities, goods and services, facilities needed to meet the needs of tourists Munasef (1995: 1) in (Chaerunissa & Yuniningsih, 2020). In other literature (Pearce & Butler, 1999) states that tourism development can be interpreted as an effort to complete or improve the facilities and services needed by the community.

(Sugiama, 2014) states that supporting tourism components are tourism components that must be present in tourist destinations. The tourism components are 4A, namely attraction, amenities, ancillary, accessibility. According to (Hadiwijoyo, 2012) the components of tourism development that must exist are Attraction and Accommodation. Attraction is all the activities of the population along

with the physical environment of the village that allows tourists to interact as active participants such as: dance courses, language, and other specific things (Gautama et al., 2020). Accommodation, homestay which is part of a resident's house or building built with the concept of a place for residents to live. Meanwhile, according to (Satrio & Kusumah, 2022) who quoted from Brown and Stange's book entitled *Tourism Destination Management*, it is stated that the components in tourism development consist of 3A, namely Attraction, Activity and Accessibility. (Buhalis, 2000) put forward a different theory that the components of tourism development consist of 6A, namely, Attraction, Amenities, Ancillary, Activity, Accessibility and Available Package.

Sustainable Village Tourism

Sustainable village tourism is the application of sustainable tourism principles specifically in the context of a village or rural area. It involves developing tourism that takes into account the unique characteristics of the village and supports sustainable development in the rural environment (Prakoso, 2015). According to David Harrison in his work on tourism and development, explains that sustainable village tourism is about creating forms of tourism that take into account the social, cultural, and environmental context of the village. He emphasizes the importance of planning that involves village communities and ensures that tourism contributes to local economic development without damaging cultural or environmental authenticity (Amri & Sy, 2020).

Sustainable Tourism

Tourism development must be carried out through an approach to economic growth and equality for the welfare of the Indonesian people and encourage development that is oriented towards regional development, and covers various aspects, as stated in the Regulation of the Minister of Tourism Number 14 of 2016, concerning *Guidelines for Sustainable Tourism Destinations*, including aspects of human resources, marketing, destinations, science and technology, cross-sectoral linkages, cooperation between countries, empowerment of small businesses, and responsibility in the utilization of natural and cultural resources.

The development aspects above are in line with the objectives of national tourism development as reflected in Law No. 10 of 2009, that tourism development must be realized by paying attention to the diversity, uniqueness and distinctiveness of culture, nature and human needs for tourism. Thus, this understanding is one of the plans in the development of sustainable tourism that is able to realize national tourism development that is appropriate to local culture, can be accepted nationally, prioritizes local communities, is non-discriminatory, and is environmentally friendly.

Regulation of the Minister of Tourism Number 14 of 2016, concerning *Guidelines for Sustainable Tourism Destinations*, states that these *Guidelines for Sustainable Tourism Destinations* are in accordance with the indicators of the United Nations World Tourism Organization (UNWTO) and are recognized by the Global Sustainable Tourism Council (GSTC). Therefore, it is hoped that they can synergize in strengthening the traditions and local wisdom of multicultural communities in Indonesia in order to manage the natural and cultural environment in tourism destinations in an integrated and sustainable manner. The following are some definitions of sustainable tourism, including;

Sustainable Tourism according to Regulation of the Minister of Tourism and Creative Economy Number 9 of 2021, concerning *Guidelines for Sustainable Tourism*, namely tourism that takes into account current and future economic, social

and environmental impacts, meets the needs of visitors, industry, the environment and local communities and can be applied to all forms of tourism activities in all types of tourist destinations, including mass tourism and various other types of tourism activities.

(Sunarta & Arida, 2017) in their book *Sustainable Tourism*, defines sustainable tourism as a form of tourism development that meets the needs of the present without endangering the ability of future generations to meet their needs.

The World Commission for Environmental and Development (WCED) believes that sustainable development is development that ensures the fulfillment of the needs of each generation without sacrificing the needs of the next generation.

Community-Based Tourism

Community-Based Tourism (CBT) is a tourism development approach that involves local communities as the main actors, aiming to empower them, increase local income, and preserve culture and the environment (Giampiccoli et al., 2020). The main principles of CBT include active community participation in all stages of development, economic, social, and environmental sustainability, economic empowerment, and preservation of local culture (Bramwell & Lane, 2011).

The benefits generated from this approach include increased community welfare, environmental awareness, and cultural preservation (Sinaga & Nainggolan, 2023). However, challenges such as suboptimal resource management, limited infrastructure, and competition with commercial tourism must also be faced (Haris & Ningsih, 2020). By involving local communities in tourism development, CBT has the potential to create sustainable destinations and strengthen local cultural identity, although these challenges must be overcome so that the benefits can be felt to the fullest.

3. Methods

This study uses a qualitative approach to understand the phenomena experienced by the subjects, such as behavior, perception, and motivation, holistically and descriptively in a natural context (Moleong, 2019). The method applied is a case study, which is in-depth and detailed about one or more similar cases, with the aim of understanding the context and complexity of the case (Pahleviannur et al., 2022).

This research is descriptive and analytical to explore deeper meanings, describe the complexity and diversity of research locations, and develop new theories (Bahartiar & Arwadi, 2020). This method is also effective in understanding the cultural context and norms of the local community (Nartin et al., 2024), and helps researchers build close relationships with local communities to obtain accurate data. Meanwhile, the research design is made based on the research flow with a design image as in the image below.

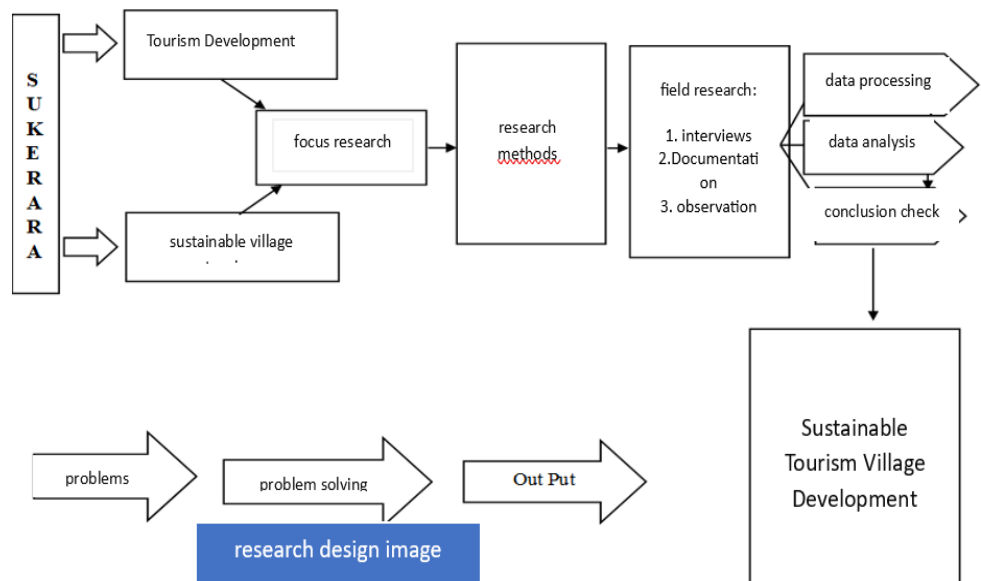


Figure 1. Research Design

4. Results

Sukarara Tourism Village, one of 99 tourism villages in NTB, focuses on community-based cultural tourism. Led by Village Head Samman Budiman, this initiative aims to improve the local economy, preserve culture, and improve infrastructure. The community is active in maintaining the ikat weaving tradition and is involved in environmental management.

Challenges faced include limited infrastructure and trained human resources. Collaboration between the government, community, and private sector is considered crucial to overcome these obstacles. The Begawe Jolo Nyesek Festival, which involves local weavers, is a means to introduce culture and empower women as craftsmen.

The community is also involved in providing tourism services such as homestays and tour guides. Training programs and village deliberations ensure their involvement in decision-making. Efforts to preserve the environment and traditions continue through conservation programs and training for the younger generation.

Overall, tourism development in Sukarara aims to create economic benefits while preserving culture and the environment for future generations. The involvement of all stakeholders is expected to overcome challenges and maximize the potential of the village.

Sustainable tourism development in Sukarara Tourism Village is essential to preserve culture and the environment. These efforts include preserving local traditions, such as traditional woven fabrics and organizing the Begawe Jolo Nyesek festival, which empowers more than a thousand female weavers. In addition, developing the local economy through small industries and MSMEs, especially among women, contributes to community welfare. Especially in terms of making traditional woven fabrics, it can be seen in the picture below:



Figure 2. Making Traditional Woven Fabrics

Likewise, there is an art that is no less important, namely Gendang Belek, a musical instrument played in groups of around 15-20 people playing traditional Sasak music.



Figure 3. Traditional Musical Instrument Gendang Belek

The famous traditional art of the Sasak tribe in Sukarara Tourism Village besides Gendang Belek is Peresean. Peresean is a very typical martial arts tradition from Lombok, West Nusa Tenggara, Indonesia. Peresean is often accompanied by traditional music and dance that adds to the atmosphere of the performance. This music provides rhythm and energy to the fight. Participants usually wear traditional clothing that reflects the richness of Sasak culture



Figure 4. Peresean Martial Arts Tradition

The community, which is predominantly a farmer, also utilizes weaving skills to increase income. With good management of natural resources, the village strives to preserve the environment. Infrastructure, such as homestays, needs to be improved to support tourism, although there are obstacles such as lack of government support and inadequate infrastructure.

Active community participation in planning and decision-making is essential to creating a tourism ecosystem that balances economic benefits and cultural preservation. The community contributes through environmentally friendly practices and promotion of tourist destinations, so that Sukarara Village remains attractive to tourists. However, challenges such as lack of participation and education still exist. Therefore, training programs and cooperation with the private sector are needed to create job opportunities. By actively involving the community, tourism development in Sukarara Tourism Village can be sustainable and provide optimal benefits for the local community.

5. Discussion

This study reaffirms that community-based tourism (CBT) development is an effective approach in driving local economic growth while maintaining cultural authenticity and environmental sustainability. Focusing on Sukarara Tourism Village, this study highlights the potential of CBT to create economic benefits, increase community participation, and strengthen cultural identity.

This study aims to examine the potential and challenges in implementing CBT in Sukarara Tourism Village as one of the steps to achieve sustainable tourism. The findings show that this approach has succeeded in increasing local income and empowering women through traditional weaving crafts.

The contribution of this study lies in emphasizing the importance of active community involvement in tourism development. This study also adds to the understanding of the role of CBT in strengthening the economy and preserving local traditions. In line with the research objectives, the results show that community empowerment plays an active role in providing tourism services such as homestays and guide programs. This is in accordance with the principles of CBT (Giampiccoli et al., 2020).

Economic enhancement such as training programs and activities such as the Begawe Jolo Nyeseke festival increase local income, especially among female weavers.

Preserving Culture and Environment with Environmental conservation practices and promoting local traditions demonstrates a continued commitment to the principles of sustainable tourism (UNWTO, 2016).

These results support Sugiyama's (2014) view on the importance of the 4A components (Attraction, Amenity, Ancillary, Accessibility) in tourism development. In Sukarara Village, the weaving tradition functions as an attraction, while the development of homestays is a form of amenity. However, accessibility challenges are still a major obstacle. In addition, these findings are in line with Harrison (Amri & Sy, 2020) who emphasized that sustainable village tourism must pay attention to the social and cultural context of the village.

Although community involvement is high, limited infrastructure and government support hinder the full potential of CBT. This obstacle reflects the findings of Haris and Ningsih (2020) on the challenges in implementing CBT in rural areas.

6. Conclusion

Based on the research, sustainable tourism development in Sukarara Tourism Village has successfully integrated cultural preservation, local economic empowerment, natural resource management, infrastructure improvement, and community involvement. The Begawe Jelo Nyesek Festival plays an important role in preserving traditions and attracting tourists. Empowerment programs, especially for female weavers, have improved family welfare and created job opportunities.

Community involvement is crucial, as seen from their contribution in creating and marketing local products, providing tourism services such as homestays, and being involved in planning and decision-making. Environmentally friendly practices, promotion through social media, and participation in infrastructure development also support sustainable tourism.

Overall, active community participation not only supports sustainable tourism development, but also contributes to the preservation of culture, the environment, and improving the welfare of local communities. Sukarara Village has the potential to be a successful example in sustainable tourism development for future generations.

7. Limitation

Based on the findings regarding the development of community-based tourism in Sukarara Tourism Village, there are several suggestions for the village government, Pokdarwis, and the local community. First, education and training are essential to improve the community's ability in tourism and hospitality management, so that they can be better prepared to welcome tourists and manage the destination effectively. Training on local handicrafts and culture will also improve the skills of residents and tourist attractions. Second, promotion and marketing should be the main focus, by creating a website and social media accounts that promote the village and the activities available. Interesting and informative content will help attract tourists, and collaborating with travel agents and tourism platforms will increase the village's visibility. Finally, This study has several limitations, including:

- The focus of the study was only on one tourist village (Sukarara), so generalization to other areas is limited.
- The qualitative approach may be influenced by the subjective interpretation of the researcher.

- Future research can expand the scope of the study area to compare the implementation of CBT in other villages. In addition, a quantitative approach can be used to measure the economic and social impacts of community-based tourism groups involving the community, village government, and the private sector will create strong synergy, ensuring that all parties have a role in developing tourism that benefits all. With these steps, it is hoped that tourism development in Sukarara can run more effectively and sustainably.

Managerial Implications:

- For policy makers and stakeholders, this study provides important implications, because the government needs to improve infrastructure support such as roads and public facilities.
- Human Resource Training is needed to build community capacity in managing sustainable tourism.
- Private Sector Collaboration with local communities should be expanded to create effective employment and promotion opportunities.

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