



# Realizing sustainable rural tourism through Community-Based Tourism (CBT): A SWOT analysis of Curug Dhuwur Waterfall

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## ABSTRACT

**Background:** This study focuses on the development strategy of community-based tourism (CBT) at Curug Dhuwur Waterfall in Wanarata Village. Village tourism showcases the uniqueness of village life, including social characteristics, natural beauty, and culture, which have the potential to attract visitors. Local community involvement is a key factor in the sustainability of rural tourism. **Method:** Descriptive qualitative and field study methods were used. The data comprises primary and secondary sources. The research results were analyzed using SWOT Analysis to determine effective strategies for tourism development. **Findings and Conclusion:** The analysis concludes that the tourism development strategy should leverage SWOT Analysis to maximize strengths and opportunities while minimizing weaknesses and threats. The implementation of this strategy includes optimization and training in tourism management, maintaining the natural environment, promoting tourist areas, improving infrastructure, raising community awareness of sustainable tourism, organizing comparative studies for managers, and enhancing cooperation with the district government and related departments. This research aims to contribute to the development of community-based tourism in Wanarata Village. **Novelty/Originality in this article:** This study presents a new model in rural tourism development by combining SWOT analysis and community-based tourism (CBT) principles. This study offers a framework that can be adapted for developing other rural tourism destinations, combining environmental conservation, local economic empowerment, and cultural preservation.

**KEYWORDS:** community-based tourism development; Curug Dhuwur Waterfall; SWOT analysis; community involvement; tourism sustainability.

## 1. Introduction

In the social and environmental context, village tourism is identified as a model that highlights the unique aspects of village life, including social characteristics, natural beauty, and culture, which have the potential to attract visitors. Village tourism not only turns the village into a visitor destination but also makes it an active subject in tourism. Thus, local community participation is crucial for the sustainability of rural tourism (Demartoto et al., 2013; Abdul & Syafrudin, 2018). Research by Puspitaningrum et al. (2018) emphasizes the importance of community participation and social capital in developing village tourism. It is stressed that improving the welfare of local residents involved in development should be a primary focus. Additionally, accelerating infrastructure development and accessibility to village tourism, as well as active community involvement, are considered essential since

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community welfare depends on the development of village tourism (Nawang Sari et al., 2021; Diana & Avi Budi Setiawan, 2021; Permatasair & Rahmatin, 2021; Nurwanto, 2020).

Karangpucung Hamlet in Wanarata Village, Bantarbolang District, Pemalang Regency, Central Java, is one of many village tourism spots in Central Java. The village features a waterfall known as "Curug Dhuwur Wanarata." This waterfall is located 35 km from Pemalang city center, situated at the end of Wanarata Village with access through a challenging forest path. The village's preserved authenticity and traditions make this 20-meter-high waterfall a unique attraction. The beautiful natural surroundings, the rushing waterfall, towering cliffs, and lush pine trees, along with the chirping birds, enhance the experience at this tourist spot. Visitors must walk for about 30 to 45 minutes from the parking area to reach the waterfall, which is often crowded on holidays.

Setiawan (2016) asserts that the tourism industry highly depends on human interactions, with tourists as consumers and local communities as producers providing tourism products and services. Hence, human involvement is the main driver of the national tourism industry (Pajriah, 2018). Tourism is usually promoted and managed directly by the surrounding community to ensure that tourism contributes to Regional Original Income (PAD), enhances Human Resources (HR), and increases tax revenue as a source of local income supporting local development.

To ensure the sustainability of the tourist attraction, Karangpucung Hamlet has formed a youth group that plays a role in developing the Air Curug Wanarata tourist village. This strategy is known as Community Based Tourism (CBT). Consistent with this, I Wayan Pantiyasa (2018) emphasizes the involvement of local communities in tourism management and development aimed at community empowerment and fairer profit sharing from tourism activities. Communities have the right to determine and participate in all stages, from planning to implementation, and to reject developments that do not align with their interests (Demartoto & Sugiarti, 2013; Pendit, 2012).

Curug Dhuwur Waterfall has untapped potential and is not widely known by tourists. Therefore, effective development strategies are necessary. Strategic management, including SWOT (strengths, weaknesses, opportunities, and threats) analysis, is a basic step to identify the internal strengths and weaknesses and external opportunities and threats faced by the tourist attraction. This article aims to explore whether CBT-based tourism development can enhance the village's potential, from destinations and facilities to local community participation. This study is expected to yield effective development strategies to maximize the potential of the tourist village.

### *1.1 Strategy and policy in tourism development*

Tourism management emphasizes the principles of sustainability which include environmental preservation, community empowerment, and social values that enable tourists to enjoy the destination sustainably and provide benefits for the welfare of local communities. This management involves various parties, including local governments, the private sector, and the community, who are expected to play an active role in supporting tourism development. In this case, tourism development policies must consider several important aspects. First, regional development with an ecosystem approach, namely integrated, coordinated, sustainable, and environmentally friendly spatial planning. Second, increasing the linkages between the tourism sector and other sectors in order to create high efficiency and accelerate regional economic growth (Damanik et al., 2022). Third, the tourism sector must play a role as the main driver in national, regional, and local economic development. Fourth, tourism development needs to involve all stakeholders to be more effective and sustainable. Fifth, regional development planning must be in line with the national spatial plan to be more integrated. Sixth, the development of adequate transportation infrastructure is also an important factor in supporting tourist accessibility.

In the strategy for developing tourist villages, there are several main components that must be considered. First, tourist attractions and activities, such as art, culture, entertainment, and services that are attractive to tourists. Second, accommodation which

includes lodging based on residents' homes or other accommodation units that develop in accordance with the concept of a tourist village. Third, supporting facilities such as communication facilities that support tourist comfort. Fourth, transportation services that facilitate access to tourist destinations. Fifth, basic infrastructure, such as drainage systems and other public facilities, which must be considered in the development of tourist villages. Sixth, institutional elements and human resources, where local communities involved in tourism management must have adequate skills and competencies. Seventh, environmental aspects are determining factors in the attractiveness of a tourist destination. Eighth, the involvement of local communities in maintaining cleanliness, security, and friendliness also play an important role in the success of tourism management.

Through the implementation of these various aspects, tourism development can experience a significant increase. Tourists who visit will feel comfortable with adequate facilities and easy access to tourist attractions. In addition, tourism promotion carried out by managers will be more effective in reaching the wider community, thereby increasing the attractiveness of tourist destinations and the welfare of local communities.

### *1.2 Tourism village development*

According to Happy Marpaung in Subaidah and Suharno (2021), the development of the tourism sector has great potential in realizing community welfare by involving the active role of the community in its management. The development of tourist villages is a process in which a village can develop into a tourist center that contains elements of entertainment and education. One approach that can be used in planning the development of tourist villages is community-based development, which is an approach that places local communities as parties who build and manage tourist facilities. Thus, the community can obtain direct economic benefits and become more independent through their own initiatives (Asy'ari et al., 2021; Adikampana, 2017). The concept of developing tourist villages emphasizes efforts to complete and improve tourist facilities to meet the needs of tourists, so that tourist villages can develop optimally.

According to the Department of Culture and Tourism, there are six strategic issues in the development of tourist villages. First, village community entrepreneurship, where it is important to build an entrepreneurial spirit in the community so that they are able to manage government subsidies, training, and cooperation with outside parties in order to optimize the potential of the village in a sustainable manner. Second, economic scale, where the development of tourist villages should not eliminate the existing rural economic system, but instead provide added value in increasing community income and welfare. Third, resources, both human resources who have the skills to manage and serve tourists, as well as supporting facilities such as information media that introduce the uniqueness of the village. Fourth, sustainability, where the development of tourist villages must maintain the quality of the environment as well as the uniqueness and distinctiveness of the village so that it remains attractive to tourists. Fifth, integration and global tourism, namely the development of tourist villages must be connected to the global tourism system through marketing involving tour and travel or tour operators in order to have access to a wider tourist market. Sixth, an adequate institutional framework, where the management of tourist villages must emphasize community empowerment, transparency, and accountability to ensure the sustainability of tourist villages (Sabariah, 2017).

In addition, according to Yoeti (2016), a tourist area must meet three main requirements to be attractive to tourists. First, "something to see", namely the area must have unique tourist attractions that are different from other areas. Second, "something to do", namely tourist destinations must provide various recreational facilities that allow tourists to do various activities so that they feel at home. Third, "something to buy", namely tourist attractions must have facilities that allow tourists to shop, such as souvenirs and crafts typical of the area. These three requirements are in line with the objectives of tourism marketing, where promotion aims to attract more tourists, extend the duration of their visits, and increase their spending at tourist destinations, so that it can have a positive

impact on regional income. Therefore, the tourism development strategies mentioned above must be implemented optimally in order to provide maximum benefits to the community and the tourist area itself.

### *1.3 Community Based Tourism (CBT)*

According to I Wayan Pantiyasa (2018), Community Based Tourism (CBT) is a tourism development approach that emphasizes the active involvement of local communities in tourism management and development. This approach aims to empower communities by giving them the opportunity to make democratic decisions, including in a fairer distribution of benefits from tourism activities. Communities have a major role in determining the direction of tourism development, from the planning stage to its implementation. In addition, communities also have the right to reject development that is not in accordance with their own interests and needs (Rohimah et al., 2018; Sochimim, 2019).

Several basic principles in CBT, including recognition, support, and promotion of community ownership in the tourism industry; community involvement in the planning stage; creating pride in the community; improving the quality of life of the community; ensuring environmental sustainability; preserving local character and culture; encouraging cultural exchange; respecting human dignity and cultural differences; distributing income fairly among community members; and participating in determining the percentage of income reinvested in community projects. These principles are the basis for developing community-based tourism so that a balance can be achieved between tourists and local communities, both in terms of ownership, profit sharing, and respect for culture and environmental sustainability.

Related to the CBT model, a normative model of participation in tourism development that includes three main aspects, namely community involvement in decision-making, community participation in gaining benefits from tourism, and tourism education for local communities known as the Albeit Western Perspective. Meanwhile, Nasikun explains several main characteristics of CBT, including environmentally friendly tourism with minimal ecological impact, management of small-scale tourist attractions by local communities and entrepreneurs, and active community participation in decision-making and distribution of profits from tourism. CBT also emphasizes cultural sustainability by increasing tourist respect for local culture through tourism education and organizations (Qur'an et al., 2023; Febrian & Suresti, 2020).

Five main aspects in developing CBT, namely economic, social, cultural, environmental, and political dimensions. The economic dimension includes community development funds, job creation, and increasing community income from the tourism sector. The social dimension is related to improving the quality of life, community pride, and fair distribution of roles in the community. The cultural dimension aims to respect and encourage cultural exchange. The environmental dimension focuses on waste management, conservation awareness, and understanding of the tourism environment. While the political dimension emphasizes community participation in natural resource management and increasing community power in decision-making.

Community Based Tourism emphasizes community participation in two main perspectives, namely community involvement in the decision-making process and their participation in gaining benefits from tourism development. With this model, the community is not only an object in the tourism industry, but also has an active role in determining and managing tourism development in their area in a sustainable manner.

## **2. Methods**

This study focuses on the "Curug Dhuwur" Waterfall in Wanarata as a tourist destination. The research was conducted from January 2023 until completion. The research location is in Karangpucung Hamlet, Wanarata Village, Bantarbolang District, Pemalang

Regency. The focus of this research is on the Wanarata Waterfall tourism destination and its development efforts.

The approach used in this research is descriptive qualitative methods. Sugiyono (2021) defines research methods as scientific approaches used to collect data for specific purposes. The qualitative method was chosen for its adaptability to various phenomena and its ability to exclusively represent the interaction between the researcher and the research subjects. This research involves detailed descriptions and in-depth analyses and collects data based on specific indicators.

Field research aims to understand natural or social phenomena in depth, exploring relationships between various related phenomena. This study will explore various aspects, including the background, current conditions, and social interactions among individuals, community groups, and institutions (Wardiyanta, 2010; Husein 2020; Isdarmanto, 2017). This research prioritizes analysis and descriptive approaches sourced from dialogues with respondents and formal and argumentative thoughts on events in society.

### *2.1 Research subjects and objects*

This research examines reliable informants who can provide accurate data about the community around Wanarata Waterfall. Researchers selected informants purposively, based on the needs of the research to obtain an accurate representation of the population characteristics most knowledgeable about the research topic (Sugiyono, 2014). The research subjects include government entities, communities, and the private sector. The object of this research is the analysis of Tourism Potential Development Strategy with a Community Based Tourism (CBT) Approach at Wanarata Waterfall.

### *2.2 Data collection techniques*

To ensure the reliability of data for this research, the author relies on information obtained through field studies. The data collection methods adopted for this research report include observations, interviews, and documentation.

#### *2.2.1 Observation*

Observation is a data collection technique based on direct observation of physical phenomena under study. This method allows the collection of information through direct observation of the physical and mechanical aspects of the research subject (Wardiyanta, 2010). This observation activity focuses on observing the Tourism Potential Development Strategy with a Community Based Tourism (CBT) approach.

#### *2.2.2 Interviews*

Interviews are verbal question-and-answer processes between the researcher and youth groups and traders at Curug Dhuwur Wanarata. This process involves direct dialogue with specific goals, where the interviewer asks questions, and the respondents provide answers. The goal of the interview, as described by Lincoln and Guba (1988), is to build an understanding of people, events, activities, organizations, emotions, motivations, claims, concerns, and others (Hardani et al., 2020). Interviews are conducted to gain insights into the Tourism Potential Development Strategy with a CBT Approach. This stage involves collecting data through interviews with Wanarata Village government officials to obtain administrative information or necessary documents. Furthermore, interviews are conducted with the local community around the Wanarata Waterfall tourist attraction to obtain information about the history of the "Curug Dhuwur Wanarata" waterfall, how tourism has been running, and to gather information about the development or enhancement of daily knowledge and economy.

### 2.2.3 Documentation

Documents are records of past events and can be in the form of writings, pictures, or someone's monumental works. Written documents include diaries, life histories, narratives, biographies, regulations, and policies. Visual documents can be photos, films, sketches, etc. Artistic documents can include paintings, sculptures, films, etc. Document studies complement observation and interview methods in qualitative research (Hardani et al., 2020). The documentation collected includes photos during interviews, photos related to the research on Tourism Potential Development Strategy with a CBT Approach, and notes or information from data obtained during the research.

### 2.3 Data analysis techniques

Data analysis techniques were conducted by the researcher in an effort to analyze the Tourism Potential Development Strategy Through a Community Based Tourism-CBT Approach using SWOT Analysis Techniques.

#### 2.3.1 Descriptive qualitative analysis

To explain the findings in the field obtained from various sources, both from in-depth interviews, field observations, personal documents, and official documents. The collected data is processed through data grouping, classification according to problem order, and classification of internal and external factors. In this study, the found data is then selected into profile data and core data. Profile data includes geographical, demographic, and potential data of Wanarata Tourism Village. Then, the profile data is supported by core data (complementary), which is about the development policy of Wanarata Tourism Village, the implementation of the development, and the results of the policy implementation.

#### 2.3.2 SWOT analysis

According to Rangkuti (2008), an organization's or company's performance can be determined by the combination of internal and external factors. Both factors must be considered in SWOT analysis. SWOT analysis compares the internal and external factors by focusing on the strengths, weaknesses, opportunities, and threats faced by the organization or company (Rangkuti, 2008).

## 3. Results and Discussion

### 3.1 Community-Based Tourism Development at Curug Dhuwur Waterfall, Wanarata Village

This research focuses on the community-based tourism development at Curug Dhuwur Waterfall in Wanarata Village. It explores the involvement of the community in decision-making processes, ensuring that they benefit from tourism activities, maintaining environmental sustainability, and preserving local character and culture. Empowerment essentially places the community at the center and as the main actors of development. The empowerment paradigm is people-centered development, which is a development process that encourages community initiatives rooted from the bottom.

#### 3.1.1 Community involvement in decision making

Community involvement in tourism development is crucial to ensure that the outcomes align with the needs and benefits of the local community. Community participation not only strengthens local capacity but also enhances empowerment in collective development. The development of Curug Dhuwur Waterfall involves active community participation from the planning stage to the implementation of activities. The Wanarata Village government is very

serious about involving the surrounding community and youth groups to ensure that tourism development can improve the community's economy.

*"The aim of tourism is not separated from the welfare of the surrounding community, the environment here, that's the point because the essence of opening tourism is to benefit the local community in several ways." - Head of Karangpucung Hamlet*

From the interview with Head of Karangpucung Hamlet, it can be concluded that in the process of forming tourism, the community is always involved in decision-making for the development of Curug Dhuwur Waterfall because the community will directly benefit when the surrounding environment becomes a tourist spot, and the community understands the location and conditions of the tourist attraction, making their involvement crucial.

*"Community involvement in development is chosen from youth/leaders or let's say active youth communities. If there are community members who are not part of a group, they cannot provide ideas. So far, in every deliberation of the management, I have never heard of any initiative from residents about what they want to make." - Head of Wanarata Village*

Community participation is a key factor because it relates to the consensus system that can increase information transparency and clear communication. However, it is undeniable that often in deliberations, there is still a lack of community initiative in providing development ideas, which can hinder the implementation of plans that should already be underway. Empowering the surrounding community of Curug Dhuwur Waterfall is indeed the goal of the managers. The aim is for the community to manage the tourist area, and the involved or participating community members become the management members.

*"Many active and responsible youths have joined the management team. They divide the tasks, from the chairperson to the sectors directly related to the tourist attraction." - Head of Karangpucung Hamlet*

In accordance with the indicators of CBT, the community has participated in planning but still lacks initiative or ideas for development. In tourism management also only the community members who are part of the management handle the operations of Curug Dhuwur Waterfall.

### 3.1.2 Benefits to the Community

The benefits to the community consist of two aspects: increased income and job creation. The Wanarata Village government ensures that the tourism activities at Curug Dhuwur Waterfall benefit the community. This belief is based on the aspect that tourism activities involve the community, and all profits are managed by the community without sharing profits with other parties.

*"There are several shops, like grocery stores, food stalls, and corner shops. I think there is an increase in income besides their main jobs outside the tourist area. Moreover, there are still few stalls, and they are of different types, making it easier for visitors when they need something." - Head of Karangpucung Hamlet*

Regarding the benefits such as the opening of businesses at the tourist attraction, direct traders are the ones who benefit. Tourism has proven to help the economy of some community members because the arrival of outside visitors can indirectly improve the community's economy, making it one of the benefits of tourism activities at Curug Dhuwur Waterfall.

*"So far, there are only stalls selling food and drinks, but Alhamdulillah they are busy. There is additional income and I get to experience watching people come and go." – Trader*

The benefits are also supported by job creation. With tourism, the community can be involved by opening businesses while helping manage tourism. Based on the statements from three informants, it is evident that the community benefits from increased income for those who open stalls in the tourist area. Tourism also provides job opportunities.

*"I used to work, but now I can help my wife open a shop. It has grown, providing additional income. Moreover, the strategic location makes it easily noticeable to visitors." - Owner of WPC Shop*

### 3.1.3 Ensuring the role of youth communities or community groups

Tourism is considered a smokeless industry with no products, but it is undeniable that the development and operation of tourism facilities fundamentally change the environment and community. The role of community or community groups explains how they participate in the development of Curug Dhuwur Waterfall.

*"So far, there has been no official formation of POKDARWIS. The village government actually wants to form a group that cares about tourism, but it has not been realized for several reasons. So far, it has been active youth communities or selected community groups." - Head of Wanarata Village*

Although the specific formation of POKDARWIS has not been carried out, community groups have played a role in managing tourism. This statement is supported by the Head of Hamlet.

*"Besides community/community groups, the general community does not play a role in management. They are only occasionally involved in deliberations to plan tourism sustainability." - Head of Wanarata Village*

Regarding the role of the village government and community groups, as well as the need for a third party who understands forestry and tourist attractions, Head of Wanarata Village added in his interview.

*"It cannot be fully handed over to the local government and management because there is still a connection with forestry. There must be cooperation because the location is in the forestry area. So it involves forest utilization." - Head of Wanarata Village*

Regarding funding for the operation of Curug Dhuwur Waterfall, it still relies on the rotation of tourism income percentages. As stated by Head of Wanarata Village:

*"The government has made efforts for the development of Curug Dhuwur Waterfall by submitting proposals that will later be profit-sharing. However, the reason is that residents have to give up 1-2 meters for the road because the government does not have a compensation system. Because it is a village road, not a public works road. The distance from the hamlet is approximately 1 KM for the road. So for operation, there is no special fund like BUMDES." - Head of Wanarata Village*

*"... because the obstacle is the road access that has not received land permits from residents whose land is around the road to Curug Dhuwur, so it has not been accurately presented." - Head of Wanarata Village*



Thus, in tourism management, some community group members play a role in technical matters such as managing parking.

*"Because the parking area in front of our house is wide, we take care of it. Any income is usually reported." - Parking Manager*

In tourism management, community groups are fully involved. Other than the youth community, other groups do not actively participate in management but are currently only involved in deliberations. The tourist attraction located in the forest means the Forestry Department plays a role as the manager or authority to give permits and oversee. Financially, there is no special fund from the village, only the rotation of tourism income. In tourism management, those involved in technical aspects like managing parking are handled by the youth community.

### 3.1.4 Maintaining local character and uniqueness

Culture-based tourism offers the natural beauty as the main attraction for tourists. However, the influx of tourists may impact the cultural aspects of the local community, such as shifting cultural ideals that uphold cultural values as a way of life to market ideals based on profit motives. Human life is surrounded by culture, always striving to maintain its existence in life that requires constant interaction with the surrounding environment, both physical and non-physical.

*"Wanarata Village has the Baritan tradition. Baritan is actually a form of earth alms or earth cleaning ritual performed by the residents of Wanarata Village every year in the month of Suro or Muharram." - Head of Karangpucung Hamlet*

The interview results explain that there is a Baritan tradition conducted once a year. It serves as a form of maintaining local characteristics by giving the Wanarata community space to create, so they are not eroded by modern times, as long as the provisions do not conflict with established regulations.

### 3.1.5 Unique attractions

This aspect is used to determine whether the tourist area has unique attractions. According to the Head of Hamlet, stated that:

*"Curug Dhuwur Waterfall in Wanarata is directly fed by a water source. Additionally, the village's location near the hills provides a scenic view. This is the first water-based tourist attraction in Wanarata." - Head of Hamlet*

Besides agriculture and plantations, one of Wanarata Village's abundant resources is water. Curug Dhuwur Waterfall becomes an attraction with the natural scenery along the way and around the natural water source. With clear water, cool air, and its location in the forest, it offers a unique appeal. Based on the interview results, there are several important points that serve as indicators of Community-Based Tourism (CBT). Community groups are involved in planning but not fully in the development of tourist attractions, indicating room for improvement in community participation.

## 3.2 SWOT Analysis for the Development of Curug Dhuwur Waterfall in Wanarata Village

The researcher discusses the strategies applied by the management of Curug Dhuwur Waterfall to achieve Community-Based Tourism (CBT). The SWOT analysis model is employed to maximize strengths and opportunities while minimizing weaknesses and threats. By understanding internal factors such as strengths and weaknesses, the researcher

aims to reduce weaknesses and leverage strengths. Concurrently, for external factors like opportunities and threats, the researcher endeavors to minimize threats and enhance opportunities.

The above data outlines the internal and external factors affecting Curug Dhuwur Waterfall in Wanarata Village. Based on these results, a SWOT analysis matrix with SO, WO, ST, and WT strategies is developed. The following table presents these strategies (Table 1).

Table 1. SWOT Matrix for Developing Community-Based Tourism at Curug Dhuwur Waterfall in Wanarata Village

	Strengths (S)	Weaknesses (W)
Opportunities (O)	<b>SO Strategies</b> 1. Optimize the role of community groups to support the development of Curug Dhuwur Waterfall in Wanarata Village 2. Maximize cultural awareness through the annual Baritan tradition. 3. Provide training for community groups on tourism management. 4. Maintain the lush, natural village environment. 5. Preserve Curug Dhuwur Waterfall as a natural tourist attraction.	<b>WO Strategies</b> 1. Provide and complete infrastructure to support tourist activities. 2. Increase community participation. 3. Broaden the horizons of community groups through government-supported institutions.
Threats (T)	<b>ST Strategies</b> 1. Conduct training and mentorship for community groups to fully participate in tourism development. 2. Broaden community perspectives through comparative studies with similar tourist sites. 3. Promote the potential of Curug Dhuwur Waterfall to attract investors.	<b>WT Strategies</b> 1. Raise community awareness about the importance of sustainable village tourism development 2. Enhance the entrepreneurial spirit involving more local residents 3. Provide mentorship to community groups to effectively manage tourism. 4. Strengthen collaboration with the local government and related agencies.

Based on the analysis of the table above, the priority strategy for developing Curug Dhuwur Waterfall based on Community-Based Tourism in Wanarata Village focuses on maximizing community involvement, the role of community groups, and local uniqueness. The priority development strategies are as follows (1) optimize the role of community groups to support the development of Curug Dhuwur Waterfall in Wanarata Village; (2) provide training for community groups on tourism management; (3) maintain the lush, natural village environment; (4) preserve Curug Dhuwur Waterfall as a natural tourist attraction; (5) provide and complete infrastructure to support tourist activities; (6) increase community participation; (7) broaden the horizons of community groups through government-supported institutions; (8) conduct training and mentorship for community groups to fully participate in tourism development; (9) broaden community perspectives through comparative studies with similar tourist sites; (10) promote the potential of Curug Dhuwur Waterfall to attract investors; (11) raise community awareness about the importance of sustainable village tourism development; (12) enhance the entrepreneurial spirit involving more local residents; and (13) strengthen collaboration with the local government and related agencies.

### 3.3 SO strategies

These strategies are competitive, leveraging existing opportunities with the strengths possessed. Several strategies that can be developed include community involvement,

preserving the tourism environment, and presenting culture. Community involvement in developing Curug Dhuwur tourism is crucial. Firstly, it increases local participation, giving residents a sense of ownership and involvement in the destination, thus boosting their participation in maintaining cleanliness and environmental conservation. Secondly, it enhances tourists' experiences by providing valuable local information and experiences, which can improve Curug Dhuwur's reputation. Thirdly, it strengthens local culture and identity, raising community awareness.

Furthermore, Wanarata Village boasts potential attractions, including Curug Dhuwur waterfall amidst hills, a serene village atmosphere, and expansive rice fields. These natural features have always been a primary attraction. However, there is a need to highlight local potentials as Wanarata Village's tourism attractions. The researcher notes that the local water source and clear, shallow river can be further developed for water-based outbound activities or river trekking. Simple enhancements to outbound facilities are necessary. The researcher observed that visitors to Wanarata Village enjoy water-based outbound activities and river trekking. Meanwhile, presenting Culture through the Annual Baritan Tradition Wanarata Village has fascinating local traditions and cultures, such as the annual Baritan tradition. Properly packaging these cultural and artistic traditions can make them an additional attraction in Wanarata Village.

### *3.4 ST strategies*

The strategy aims to optimize existing strengths to minimize threats. Some strategies that can be implemented include, increasing the capacity of tourism village managers and residents involved in tourism services. With the demands of a dynamic tourism industry, increasing the capacity of tourism village managers and residents involved in tourism services in Wanarata Village in a sustainable manner is very important. This can be achieved through communication and cooperation with related agencies and other parties to provide training and share knowledge and experience in managing tourism villages and exploring local potential that has not been utilized as a tourist attraction. In addition, the benefits of cooperation can be in the form of budget allocation for activities and provision of supporting facilities for tourism services.

Promoting Curug Dhuwur Waterfall tourism to attract investors also important. Tourism is identical to "selling" services to everyone. As a service, visitor satisfaction is the most important thing. Therefore, innovation and creativity in providing tourism services are very important. Not all supporting tourism facilities needed can be provided by tourism village managers themselves. Therefore, contributions from many parties are needed for the development of sustainable tourism villages. In addition, collaborative activities such as traditional arts and culinary festivals need to be initiated. With the advancement of technology and government support, collaborative activities in Wanarata Village can increase visibility and tourist visits. This can be done by launching a digital marketing campaign on social media to reach a wider audience, building a strong brand identity related to the uniqueness and local culture of Curug Dhuwur, and establishing partnerships with local business actors.

### *3.5 WO strategies*

The strategy aims to reduce existing weaknesses by utilizing external opportunities. Its implementation can include several important steps that must be carried out systematically and sustainably. First, the provision and improvement of supporting infrastructure for tourism activities. Adequate infrastructure is the key to improving the tourism experience at Curug Dhuwur. Although the tourist attraction is attractive, inadequate road access can significantly affect tourist interest. The access road from Wanarata Village to the tourist location is not yet fully supportive. Therefore, the strategies carried out include repairing and maintaining the road to Curug Dhuwur so that accessibility is better, providing sufficient and safe parking areas, establishing posts to

gather and ensure visitor safety, providing adequate trash bins, and providing training to local residents in managing facilities so that existing facilities are well maintained.

Furthermore, mentoring community groups as tourism managers through government agencies. The strategic steps taken are empowerment and increasing the capacity of the surrounding community in managing Curug Dhuwur tourism. Therefore, the steps taken include initial consultation with community groups to find out local needs, expectations, and potential. In addition, there needs to be cooperation with the government at all levels. This collaboration can take the form of workshops and training on tourism management, tourism, and related legal aspects so that tourism management can run more professionally and sustainably.

### *3.6 WT strategies*

The strategy aims to overcome weaknesses by avoiding threats. Some strategies that can be done include increasing entrepreneurship by involving the local community more widely. The economic benefits of Curug Dhuwur for the local community are still minimal, there are only three kiosks and shops around the tourist area. This requires a coordinated approach to provide information to the community about the importance of local community contributions in developing business ideas. Given the high number of working-age population in Wanarata Village, this can greatly assist the entrepreneurship process. The main strategy that can be done is to organize entrepreneurship training workshops and hold meetings between local residents and business owners to establish partnerships. In addition, increasing public awareness of the importance of sustainable village tourism development is also something that needs to be considered. The road to Curug Dhuwur Waterfall in Wanarata Village is still a narrow footpath between rice fields. This is because the landowner is not willing for his land to be cut down for a public road without compensation. The village government stated that this development requires a joint contribution from the community, not just government efforts.

## **4. Conclusions**

Based on the analysis of strategies for developing tourism potential through the Community-Based Tourism (CBT) approach at Curug Dhuwur Waterfall, this research concludes several key points. The tourism development strategies are designed using SWOT Analysis, aiming to maximize strengths and opportunities while minimizing weaknesses and threats. The implementation of these strategies includes optimizing and providing training on management roles in tourism development, preserving the natural environment, promoting tourist areas, improving infrastructure, raising community awareness of sustainable village tourism development, broadening managers' perspectives through comparative studies, and enhancing collaboration with the local government and related agencies.

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The authors made full contributions to the writing of this article.

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Not available.

## Conflicts of Interest

The authors declare no conflicts of interest.

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