

**Development of Sustainable Community-Based Village Tourism
(Study of Sukerara Tourism Village, Central Lombok Regency)**

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ABSTRACT

This study aims to analyse the role of community-based tourism in strengthening cultural identity and improving socio-economic welfare in Sukerara Tourism Village, one of 99 tourism villages developed by the West Nusa Tenggara (NTB) Provincial Government. The research focuses on the synergy between local cultural preservation and economic empowerment through a sustainable tourism approach. The research method used was a descriptive qualitative approach with data collection techniques through in-depth interviews, field observations, and document reviews. Data were analysed interactively with an emphasis on triangulation of sources to obtain validity of findings. The results of the study show that the implementation of community-based tourism (CBT) in Sukerara Village has encouraged active community participation in preserving the culture of songket weaving and developing creative-based MSMEs. The NTB regional government's programme to establish 99 tourist villages has contributed positively to local economic improvement and cultural preservation, as reflected in activities such as the "Begawe Jelo Nyensek" Festival and weaving artisan training. The synergy between the government, community, and private sector has created a model of tourism development that is socially, economically, and ecologically sustainable. The novelty of this research lies in the identification of an integrative model for developing culture-based tourism villages that balances the conservation of traditional values and the creative economy. This model can be used as a reference for the development of sustainable tourism policies in other regions with similar characteristics.

Keywords: Tourism, Sustainable Tourism, Community

INTRODUCTION

Tourism is one of the strategic sectors that contributes significantly to Indonesia's national economy (Fitriana, 2021). Research shows that tourism development can improve the welfare of local communities and increase foreign exchange earnings (Haryana, 2020). Indonesia is known globally as a country rich in tourism potential—ranging from natural beauty and cultural diversity to historical heritage and man-made destinations. If this sector is planned and managed optimally, tourism can increase the number of tourist visits and become an important instrument in strengthening the community's economy and national income. After experiencing stagnation due to the COVID-19 pandemic, Indonesia's tourism sector has shown positive recovery while reaffirming its role as a major driver of the national economy (Horas et al., 2021).

Empirically, research by (Yakup & Haryanto, 2019) shows that an increase in foreign tourist visits has a positive and significant effect on Indonesia's economic growth. However, an increase in tourist flows without careful planning can have a negative impact on the socio-cultural order of society. In this context, the Community-Based Tourism (CBT) approach has emerged as a development model that emphasises the active participation of local communities in managing and utilising tourism potential independently and sustainably (Nurwahyuliningsih et al., 2024). This approach not only serves as a poverty alleviation strategy but also as a means of strengthening the capacity of communities to maintain a balance between economic, social, and environmental aspects (Jamalina & Wardani, 2017).

Globally, the tourism sector is one of the fastest-growing industries. Before the pandemic, this industry made up about 10% of the world's Gross Domestic Product (GDP) and created one in ten jobs around the world (Georgios, 2022). In line with the agreement on the Sustainable Development Goals

(SDGs) agenda in 2015, tourism is expected to play a strategic role in realising sustainable development that is orientated towards people, the environment, and social welfare (Juniawan, 2023). Therefore, the development of sustainable tourism that involves local communities as key actors is crucial in ensuring equitable economic benefits and the preservation of natural and cultural resources.

One concrete form of sustainable tourism in Indonesia is the development of tourism villages, which are rural areas that offer the authenticity of the environment, culture, and lifestyle of the local community as their main attraction (Amid et al., 2024). Tourist villages are recognised as a tourism development strategy that not only enhances the appeal of destinations but also contributes to cultural preservation and improved welfare for local communities (Graha et al., 2025). Based on the latest data, the development and strengthening of community-based tourism concepts are increasingly being discussed in national literature.

The province of West Nusa Tenggara (NTB) is one of the regions actively developing tourism villages as a strategy for cultural preservation and local community empowerment (Suriadiata, 2024). The NTB provincial government has announced plans to develop 99 tourism villages, 25 of which are prioritised for acceleration to support the community's economy (Pangga et al., 2025). One of the leading tourism villages is Sukerara Village in Central Lombok Regency, which is known for its distinctive ikat weaving crafts. Despite its high tourism potential, Sukerara Village faces various obstacles: suboptimal destination management, limited infrastructure, minimal promotion, and limited access to funding and training. However, community empowerment, particularly of weavers, has shown positive results in the form of increased income and reduced poverty rates. For this type of local context, the literature suggests that the CBT model can be an appropriate framework (Nurwahyuliningsih et al., 2024).

It is in this context that this study has its own relevance and uniqueness. Previous studies have emphasised aspects of CBT in the development of tourism villages, community participation, or general economic effects (Sasono et al., 2025). However, comprehensive studies examining the application of the CBT concept in relation to the sustainability of village tourism and the economic empowerment of local communities, particularly in Sukerara Tourism Village, are still very limited. Therefore, this study attempts to fill this gap by examining how the application of CBT principles can strengthen community-based tourism sustainability, reinforce local wisdom values, and support the achievement of Sustainable Development Goals (SDGs). This approach is the main distinguishing feature of this study compared to previous studies, which generally only highlight economic aspects or community participation in general.

Thus, this study aims to analyse the application of the Community-Based Tourism (CBT) concept in the development of Sukerara Tourism Village in Central Lombok Regency, identify the role of local communities in supporting the social, economic, and cultural sustainability of tourism villages, and formulate strategies for sustainable community-based tourism development that are relevant to the local context and in line with the achievement of the Sustainable Development Goals (SDGs).

METHOD

This study uses qualitative research to understand the phenomena experienced by research subjects, such as behaviour, perceptions, motivations, and actions, holistically, with descriptions in words and language in a natural context. According to (Moleong, 2019), qualitative research is a research procedure that aims to understand the phenomena experienced by research subjects in a specific and natural context. This study also uses a case study approach, which is a qualitative research method that is in-depth and detailed about one or more similar cases with the aim of understanding the context, characteristics, dynamics, and complexity of the case as a whole (Pahleviannur et al., 2022). Thus, the research design is descriptive-analytical, describing the complexity of the research location and exploring the deeper meaning related to patterns, relationships, and concepts that are not yet known (Bahartiar & Arwadi, 2020).

The research was conducted in Sukerara Tourism Village, Jonggat District, Central Lombok Regency, West Nusa Tenggara Province, during the period from June to September 2024. The location was chosen based on the consideration that Sukerara Tourism Village has high potential in women's empowerment, ikat weaving crafts, and preservation of the Sasak tribe's culture, making it relevant as an object of study for community-based sustainable village tourism development.

The data sources in this study consist of two main types: primary data and secondary data. Primary data was obtained directly from the research location through interaction with key informants, while secondary data was obtained through documentation, previous research reports, books, scientific journals, government archives, and documents related to tourism villages. According to (Moleong, 2019), data in qualitative research must be obtained from relevant sources so that the research results can accurately describe reality.

The data collection techniques used included non-participant observation, unstructured interviews, and documentation. Observations were conducted with researchers acting as independent observers to observe the behaviour and conditions of the local community, in accordance with the type of non-participant observation. Unstructured interviews were conducted so that informants could freely and deeply convey their experiences, perceptions, and life narratives. Documentation was used to collect data in the form of photographs, field notes, archives, and documents relevant to the research object (Sugiyono & Lestari, 2021).

Data analysis was conducted using a descriptive-analytical approach: the collected data was processed thematically to identify patterns, relationships, and new concepts that emerged from the field. Although this study is qualitative and does not explicitly use quantitative statistical tools, the analysis process remains systematic, including data coding, source triangulation, and data validity verification through techniques such as cross-checking between informants and document checking (Pahleviannur et al., 2022).

RESULT AND DISCUSSION

The results of the study show that Sukerara Tourism Village is one of 99 tourism villages developed by the West Nusa Tenggara (NTB) Regional Government as part of a strategy for community-based tourism development and cultural preservation (Hashifa et al., n.d.). Field findings show that tourism development in Sukerara focuses on three main dimensions, namely cultural preservation, local economic empowerment, and sustainable environmental management. Through the promotion of ikat weaving as a unique cultural identity, ongoing training for local artisans, and the organisation of the Begawe Jelo Nyensek Festival, the people of Sukerara have succeeded in preserving the tradition of weaving as a form of cultural heritage preservation and as a tourist attraction (Yusuf et al., 2019). From an economic perspective, weaving activities, which are predominantly carried out by women, not only serve as a cultural symbol but also provide additional income for households and strengthen the family economic structure through the development of songket weaving-based MSMEs (Vidya Yanti Utami et al., 2022). Other findings indicate the application of the triple bottom line principle in destination management, where the balance between economic, social, and environmental aspects forms the basis of development policies (Pranoto et al., 2023). In addition, the active involvement of the community in planning, decision-making, and tourism management confirms the application of the Community-Based Tourism (CBT) concept, which places the community as the main actor in tourism development (Giampiccoli et al., 2020).

Discussion of these findings shows that the success of the development of Sukerara Tourism Village lies not only in its cultural potential but also in the effectiveness of collaboration between the government and the local community. The collaborative approach applied was able to create synergy between cultural preservation and creative economic development, as (Andriani et al., 2020) stated that community participation is a key factor in realising sustainable tourism development. Through training activities, community-based promotion, and strengthening marketing networks, the Sukerara community has demonstrated its adaptive capacity to the demands of the modern tourism market without losing its traditional roots. This is in line with the views of (Rahman et al., 2021) and (Sari & Nugroho, 2018) that culture-based tourism development can create a balance between preservation and the economic welfare of the community.

Further analysis shows that the application of responsible tourism principles in Sukerara strengthens the integration between cultural conservation and environmental sustainability. The village government has implemented conservation-based natural resource management policies, such as water source protection, land mapping, and environmentally friendly infrastructure development (Alamsyah, 2023). On the other hand, challenges such as infrastructure limitations, low human resource capacity, and the risk of cultural commercialisation remain obstacles in maintaining a balance between economic

aspects and the preservation of traditional values (Tjilen et al., 2023). However, strategic measures such as community training, partnerships with the private sector, and strengthening local regulations have shown a positive direction for the sustainability of the programme (Hidayati, 2023).

Conceptually, the results of this study reinforce the theory that community-based tourism development plays an important role in strengthening cultural identity while improving socio-economic welfare (Sulistiono, 2024). Sukerara is a concrete example of the implementation of participatory development that has successfully combined local traditional values with sustainable tourism innovation. Thus, the development of Sukerara Tourism Village proves that tourism can be an instrument for long-term empowerment and preservation, where the community is not only the beneficiary but also the main controller of the direction of development.

CONCLUSION

This study aims to analyse the role of community-based tourism in strengthening cultural identity and improving the socio-economic welfare of the community in Sukerara Tourism Village, one of 99 tourism villages developed by the West Nusa Tenggara Provincial Government.

The results show that the implementation of community-based tourism (CBT) in Sukerara has succeeded in creating a balance between cultural preservation and local economic empowerment. The active involvement of the community in tourism management, ikat weaving production, and the implementation of cultural festivals strengthens social cohesion and increases family income. Government policy support through the “99 NTB Tourism Villages” programme also strengthens infrastructure, human resource capacity, and sustainable tourism institutions.

In practical terms, this study confirms that the success of tourism village development is largely determined by collaboration between the government, the community, and tourism stakeholders, as well as the application of sustainability principles that encompass economic, social, and environmental aspects.

For further research, it is recommended that a comparative study be conducted among tourism villages in NTB to assess the long-term effectiveness of the CBT model on the socio-cultural and economic dynamics of local communities.

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