



## Sustainable Community-Based Tourism Development in Guwang, Gianyar Regency

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### **Abstract**

This study aims to examine how sustainable community-based tourism (CBT) is being implemented in Guwang Village, Gianyar Regency to improve the tourist visits in Guwang Village. The study uses qualitative data collection and analysis techniques. The study highlights the factors that are important to the success of community-based tourism (CBT) projects and offer suggestions for enhancing the sustainability of tourism in the area. **Research Methods:** Data on the current state of CBT in Guwang Village are gathered through observation, document study, interviews with key stakeholders, and focus group discussion. The objectives of the study center on steps 5 to 9 of the 9 steps in the APEC Handbook of CBT, which include developing partnerships, adopting an integrated approach, planning and designing quality products, identify market demand and develop marketing strategy, and implement and monitor performance. **Findings:** The implementation of sustainable community-based tourism development in Guwang, Gianyar Regency, involves a series of strategies that focus on the active participation of local communities, cultural preservation, and environmental conservation. The sustainable community-based tourism development model in Guwang, Gianyar Regency, emphasizes the active involvement of local communities in every stage of tourism planning and implementation. **Implication:** The study is important because it provides insights in to applying CBT, which helps Guwang Village establish sustainable tourism.

**Keywords:** *Sustainable Tourism; Community-Based Tourism; Stakeholder*

### **Introduction**

Indonesia is a country that offers a wide range of tourism experiences, these experiences include ecological, social, and cultural activities. Tourism is also defined as an endeavor involving human activities to travel universally in a certain place. Tourist activities where tourists come to the destination not to settle. In line with what was formulated above tourism can be interpreted as an activity to visit a

place to get a new atmosphere and purpose (Hafida, 2019). Therefore, for the tourism sector to run sustainably, it is imperative to foster tourism by putting the Community-Based Tourism concept into practice (Sarabia-Molina et al., 2022). However, sustainability is not enough just a plan but requires commitment from all parties to maintain sustainability. Sustainable tourism must pay attention to ecological aspects and sustainable economic development, as well as maintain cultural sustainability. Culture is one of the essential resources which is crucial the growth of the tourism industry (Leite & Lousada, 2022). The development of villages into tourist destinations is known as tourist villages in Indonesia. Sudibya (2018) stated that tourism is a tourism product developed based on the potential of the village, both in the form of community, nature, and culture as an identity that has tourist attraction. Fasa (2022) states that because of the uniqueness and diversity of each village, the creation of tourism villages might be a tactic to raise the allure or appeal of travel to Indonesia

According to APEC (Asia-Pacific Economic Cooperation) standards (Hamzah & Khalifah, 2009), there are 9 standard steps recommended for the development and sustainability of community-based tourism. These steps are divided into 2 sections, namely: The first 4 steps in Section A are related to starting and developing CBT initiatives, which are useful for projects and sites that are embarking on CBT. The subsequent 5 steps in Section B are meant to address the sustainability of CBT projects, which are more appropriate for mature CBT projects that are gradually moving up the value chain. The nine steps are presented in detail and supported by the models developed from the case studies. After observation in Guwang village, it turned out that there was an error in the implementation of CBT, on the ontological fact demonstrated by the statistical information above, the author found a significant research gap, namely the imprecision of the implementation of community-based tourism based on guidelines published by APEC, in the village of Guwang as a sustainable tourism village. Of the 9 APEC steps, the author will only focus on steps number 5 to number 9. This decision is based on the fact that the first four steps, which constitute section A Development, have already been carried out in Guwang Village. The last five steps, which are section B Sustainability, are very important to be improved. It has been a strong academic reason for the author to conduct academic research entitled **Sustainable Community-Based Tourism Development in Guwang, Gianyar Regency**. According to (Prasiasa & Widari, 2017), Development is an activity rooted in science and technology that seeks to apply established scientific ideas and concepts to enhance the capabilities, advantages, and uses of modern technology, or to create new ones. The idea of tourism development as a system suggests that many different parties are involved in shaping the tourism framework.(Pitana & Gayatri, 2005).

Barman, P.C (2021) defines sustainable tourism as an industry committed to establishing a suitable balance between the economic, sociocultural, and environmental aspects of tourism development, which plays an important role in conserving biodiversity, generating income, and job opportunities, and the conservation of local ecosystems. According to Janusz & Bajdor (2013), the first definition of sustainable tourism was declared by the United Nations World Tourism Organization in 1996: "Tourism which leads to management of all areas, in such a way, that the economic, social and environmental needs are being fulfilled with the cultural integration, ecological processes, biodiversity and supporting the development of societies". In addition, concerning the concept of sustainable development, UNWTO said that sustainable tourism was also a process that "takes into account the needs of present tourists and traveler need of future generation as well. Sustainable tourism will be realized if accompanied by creativity from its supporters. This creativity will result in creative tourism. Creative tourism is not only related to something to see, something to buy, and something to do but also related to something to learn and something to feel (Alfian, 2017).

According to the APEC handbook, Community-Based Tourism is a community development tool that strengthens the ability of rural communities to manage tourism resources while ensuring the local community's participation. CBT can help the local community generate income, diversify the local economy, preserve culture, conserve the environment, and provide educational opportunities. CBT can

provide the local community with alternative income; it becomes a poverty reduction tool. CBT also requires a long-term approach and aims to maximize the benefits for the local community and limits the negative impacts of tourism on the community and its environmental resources. The handbook recommends nine steps for developing and sustaining CBT, which are divided into two sections. The first steps in section A are related to starting and developing CBT initiatives, which are useful for projects and sites embarking on CBT. The subsequent 5 steps in section B address the sustainability of CBT projects, which are more appropriate for mature CBT projects that are gradually moving up the value chain. Community-Based Tourism (CBT) Stakeholder Model that includes all parties directly involved in the operation of CBT, utilizing Perlas' framework as a basis. (Ernawati, 2019). Based on previous research focus on sustainable tourism village development and emphasizes the need for a comprehensive approach that involves community empowerment and active participation. Saputra (2022) conducted a study on sustainable and inclusive enhancement tourism in the Derawan Island Tourism Village Area. The result of the research demonstrates the importance of maintaining cleanliness, preserving cultural values, and improving management practices. The study highlights the importance of implementing strategies that support sustainable development goals, including synergy and interconnectivity across political, economic, social, technological, environmental, and legal or regulatory aspects. This approach is crucial for the recovery of the post-pandemic tourism sector and for achieving long-term sustainability. Grytsiuk (2017) researched the sustainable growth of tourism in the Carpathian region of Ukraine. While the context is different, the findings can be valuable for Guwang Village. The study emphasizes the need for a comprehensive strategy that protects the environment, preserves cultural heritage, and improves the standard of living in nearby communities. Grytsiuk (2017) researched the sustainable growth of tourism in the Carpathian region of Ukraine. While the context is different, the findings can be valuable for Guwang Village. The study emphasizes the need for a comprehensive strategy that protects the environment, preserves cultural heritage, and improves the standard of living in nearby communities. When sustainable development is defined as soft or weak, economists are more open to this interpretation (Suparmoko, 2020)

### **Methodology**

This research uses a qualitative approach, which aims to analyze and design an effective community-based tourism (CBT) development concept in Guwang Village, Gianyar Regency. A qualitative approach was chosen because it allows researchers to describe in depth how community-based tourism (CBT) is being developed in Guwang Village. This is in line with (Sugiyono, 2018), this qualitative descriptive method allows researchers to understand in depth the research object in a natural context. To achieve research objectives, researchers used data collection techniques through in-depth interviews with local stakeholders, direct observation of infrastructure conditions, and analysis of relevant documents (Creswell, 2009). This research was carried out in Guwang Village, Sukawati District, Gianyar Regency. This applied research focuses on developing sustainable community-based tourism (CBT). The data sources used in this research consist of primary data and secondary data. Primary data was collected through in-depth interviews with relevant stakeholders such as Pokdarwis, Village Heads, BUPDA, BUMDES, and PT Telekom which are partners in developing the Guwang tourist village. Meanwhile, secondary data was obtained through Guwang Village development plan documents. The data that has been collected is then analyzed using data analysis techniques from (Matthew B. Miles et al., 2014). The data analysis process begins with data collection, then data condensation, data presentation and drawing conclusions. After the conclusions were found, the author conducted a Focus Group Discussion (FGD) as explained by (Dewi, 2020). The author involved 12 participants involved in the development of the Guwang Tourism Village to recommend an appropriate model for the development of the Guwang Village CBT.

**Findings**

Community-Based Tourism (CBT) is a concept that has been developed since the beginning of the 21st century. Therefore, the concept and principles of CBT can be an approach to tourism planning in a region (Blackstock, 2005). Community-based tourism is emphasized in the APEC Tourism Charter which was endorsed at the first Tourism Ministerial Meeting held in Korea in 2000. Explicitly, the charter recognizes the role of tourism in improving the economic, social, environmental, and cultural well-being of APEC Member Economies. This handbook is formulated based on the main findings and lessons learned from a study on Community-Based Tourism that the APEC Tourism Working Group funds with 9 steps from **Figure 1**.

According to the handbook above, CBT also requires a long-term approach and aims to maximize the benefits for the local community and limit the negative impacts of tourism on the community and its environmental resources.

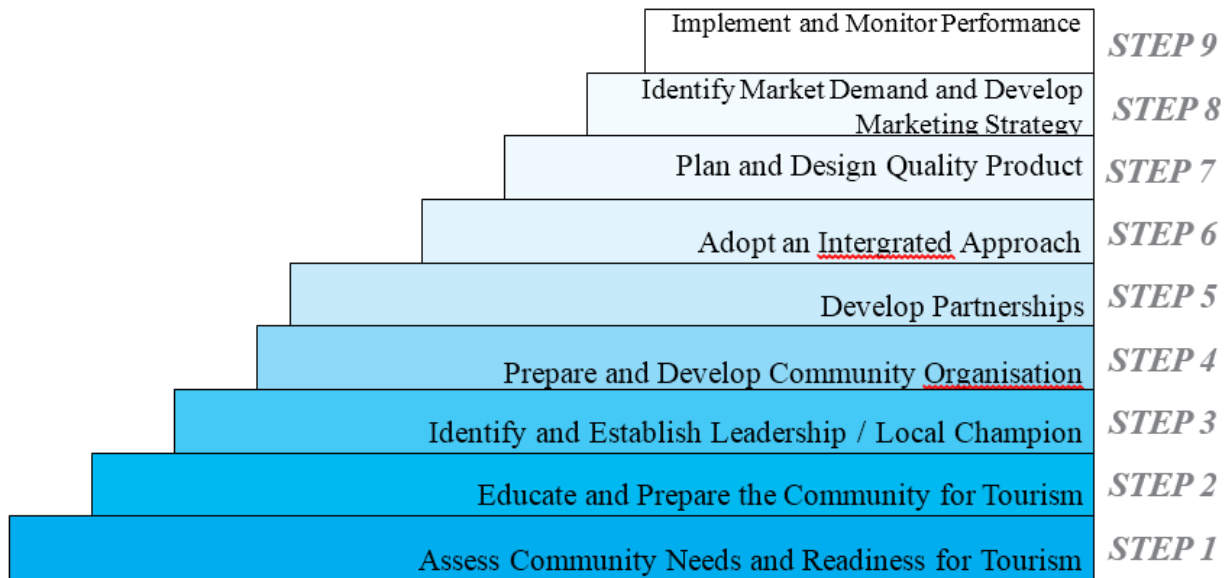


Figure 1. Nine Steps to Develop and Sustain CBT  
Source: APEC Handbook on Community Based Tourism

The concept of CBT has been conveyed to resource persons who are considered competent in their respective fields. In the Oxford Advanced Learner's Dictionary (2005) in Mertha et al (2018) a stakeholder is defined as a Person or company involved in an organization, project, system, etc., mainly because they have invested money in it". The idea of integration between stakeholders was responded by all respondents present at the FGD. The integration step can begin with repositioning and refreshing. Based on the results of the interview quoted in **Figure 2**, I Wayan Yoga Antara as the Manager of Hidden Canyon Beji Guwang gave the following statement.



Figure 2. Interview with I Wayan Yoga Antara  
Source: Research Documentation, 2024

“*Hidden Canyon* sangat mendukung upaya pengembangan desa wisata Guwang. Penyerapan 100% tenaga kerja local, serta kegiatan pembersihan lingkungan yang dilakukan setiap hari di area Sungai Beji Guwang, kerjasama dengan Pokdarwis Desa Guwang, dan bekerjasama dengan PT Telkeom. Diharapkan setiap obyek wisata yang ada di Desa Guwang berjalan bersinergi, berkolaborasi dengan baik kedepannya tamu yang berkunjung ke Desa Guwang dibuatkan fullday tour bisa mengunjungi beberapa tempat yaitu dengan trekking, cycling, menonton Barong, makan siang di *Hidden Garden*, berbelanja oleh-oleh di Pasar Seni Guwang. Potensi wisata yang perlu dikembangkan yaitu lahan sawah yang cukup luas, jalur yang bagus bisa diadakan *cycling tour*, mengembangkan seni ukir, melihat rumah masyarakat lokal dengan aktivitas mengukir. Kendala yang dihadapi dalam pengembangan *Hidden Canyon* yaitu jalur trekking yang hampir semua melewati jalur sungai, banyak terdapat sampah-sampah kiriman dari sungai-sungai lain. Masalah investasi/dana juga menjadi tantangan yang dihadapi.”

On the otherhand in different interviews, A.A Nik Wijaya in **Figure 3** as the Homestay Owner gave the following statement:

“Kesan wisatawan yang menginap di Homestay sangat positif dan beda, wisatawan sangat senang dengan Arsitektur Bali yang sangat berbeda dengan Hasta Kosala Kosali, disamping itu wisatawan sangat merasa *welcome* bisa menyatu dengan masyarakat, melihat secara langsung aktivitas masyarakat di desa dengan keseharian aktivitasnya. Harapan untuk keberlangsungan *homestay* keberlanjutannya yaitu dengan permodalan kredit yang dipermudah dari LPD Desa Guwang serta masalah kebersihan dan keamanan tetap terjaga dengan baik. Langkah yang harus dilakukan oleh Desa Guwang dalam menjaga keberlanjutan Desa wisata yaitu : menyediakan sarana dan prasarana, SDM ditingkatkan, promosi tetap harus dilakukan dan masyarakat tetap harus berpartisipasi, usaha akomodasi tetap berkembang terutama usaha homestay. Usaha *homestay* di Desa Guwang sangat positif sekali sebagai elemen pendukung berupa akomodasi terhadap desa wisata di Guwang”



Figure 3. Interview with A.A Nik Wijaya  
Source: Research Documentation, 2024

From the results of interviews conducted with the Manager of Hidden Canyon on April 14, 2024, and one of the homestay owners in Guwang Village on April 20, 2024, it can be concluded that the participation of the community in Guwang Village has been very positive, as evidenced by participating in tourism activities in Guwang Village, namely by becoming a manager and employee at the Hidden Canyon Beji Guwang business unit and participating by becoming a Homestay business owner as supporting elements of Guwang Tourism Village. On the other hand, it was also discussed about the lack of capital support from policymakers so that the development of tourism potential, especially in the Hidden Canyon Beji Guwang area, is hampered. This is strengthened by the results of observations made by researchers on April 22, 2024, which prove that the planning for the development of *swing* tourism is still hampered, and also the entrance gate to Guwang Village, the construction of which cannot be continued. The lack of integration between policymakers and Hidden Canyon Management managers and homestay owners can threaten the sustainability of tourism in Guwang Village. This condition is contrary to Step 6 of the Apec Guidelines of CBT, namely, Adopt an Integration Approach.

All stakeholder roles will lead to the community. Stakeholders from various elements of society, including the academic world, should be involved in the development process. Each stakeholder should have a specific task to ensure that all roles are realized effectively. Integration between communities is necessary to ensure proper coordination, and also linkages between communities can be achieved through detailed role assignments and making Memorandums of Understanding (MOUs) (Kartimin et al., 2023)

Observation data carried out by the author from 2023-2024 was obtained from his own observations from the activities of BUMdes Garuda Wisnu Prabawa, as well as from the activities of BUPDA Amertha Prakerti Guwang Village. The data was then recapped by the author. The data recap of observation activities from 2023-2024 can be seen in **Table 1**.

Table 1. Observation Data of BUMdes dan BUPDA Business Unit 2023-2024

No	Date	Activities	Finding
1	12/01/2023	Meeting with Land Owners along the Hidden Canyon Beji Guwang	Changes in Land Lease Nominal Agreement
2	16/01/2023	Meeting with Landowners along the Hidden Canyon Beji Guwang	Signing of MOU Lease Agreement for 2023
3	20/03/2023	Signing of PT TELKOM's MOU Garuda Wisnu Prabawa BUMDES	Cooperation with PT TELKOM
4	25/03/23	Ceremonial Invitation to Handover Assistance for Hidden Canyon	This activity was carried out by PT TELKOM
5	06/04/2023	Request for Hidden Canyon Tourist Visit Data	for the Final Project Needs of Bali State Polytechnic Students
6	01/05/2023	Inauguration of a New Menu at Hidden Garden Cafe	Menu Additions and New Recipe Making
7	05/05/2024	Socialization of Clinical Technical Guidance for Business Licensing Facilities on the Online Single Submission System to non-industrial MSME actors for 2023	This activity was facilitated by Members of the House of Representatives of the Republic of Indonesia
8	12/06/23	Recruitment of New Staff for the Hidden Garden Café unit and Hidden Canyon & Hidden Garden Café Staff Training	Activities are carried out by Members of the Guwang Village Pokdarwis garuda Wisnu Prabawa
9	03/07/2023	Invitation to the Inauguration of the Barong and Keris Dance Business Unit of Guwang Village	The activity was held at the Barong and Keris Dance building which was attended by the Director of BUMDES
10	15/10/2023	Invitation to the 8th Anniversary of Hidden Canyon	The event was held du Hidden Garden Café which was attended by BUMDES Managers and Staff
11	19/10/2024	Attending the Invitation regarding the BRI planting event	This tree planting activity was organized by PT Bank Rakyat Indonesia Tbk which was held at Hidden Canyon Beji Guwang which was attended by the Chairman of BUMDes
12	24/12/2024	Guwang Village Healthy Walk Event in 2023	The event was held at Wantilan Dalem Temple, Guwang Village
13	26/12/2024	Consolidation event with management and Pokdarwis at Hidden Garden Cafe	Talking about the potential of new tubing and trekking in Beji Guwang.
14	06/01/2024	Housekeeping training event, especially Public Area in Hidden Canyon Beji Guwang	Efforts to improve human resources in Hidden Canyon Beji Guwang and Hidden Garden, especially in cleaning public areas.
15	06/01/2024	Front Office training event at Hidden Canyon Beji Guwang	Efforts to improve human resources at Hidden Canyon Beji Guwang especially in welcoming guests, grooming, greeting.
16	07/01/2024	Observing cycling businesses that can be developed on the roads of Celuk, Batuyang, Guwang, and Sukawati Villages	Cycling package businesses that have the potential to be developed by utilizing small roads in the countryside of Guwang village.

No	Date	Activities	Finding
17	14/01/2024	Observing the tubing business in the river that crosses Celuk Village	A business package that also has the potential to be developed with tourism businesses in Guwang Village
18	14/01/2024	Trekking business and Metekap Potential in rice fields in Subak Babakan,	Guwang Village, Guwang Village also has the potential to develop trekking tourism and Metekap business
19	20/01/2024	Observing the condition of Guwang Art Market after revitalization	Guwang Art Market is one of the business units of BUPDA in the tourism section which developed very well before Covid 19, and a the time of opening after Covid 19, but decreased significantly after revitalization, from the results of an interview with Mrs. Sarki, the Treasurer staff at Guwang Art Market, mentioned several things, namely:competition with the center by a more professional type, The behavior of sellers in the Art Market that disturbs the comfort of tourists who come so that it builds a bad image, the handling of guest complaints is not fast, there is a lack of promotion, a small guide fee and there is a parking fee for dating cars.
20	21/01/2024	Trekking directly with tourists coming to Hidden Canyon Beji Guwang	Make direct observation, to see the potensial that exists, and to get direct impressions and responses from tourists about trekking tourism in Hidden canyon Beji Guwang
21	21/01/2024	Watch barong dance at Guwang Barong and Keris Dance	Observe firsthand the condition of the barong dance performance to get the response and interest of tourists who visit Guwang Barong and keris Dance
22	22/02/2024	A visit to the Guwang Art Market Office to see the conditions that occurred	We are conducting direct observations to see the actual conditions of tourist visits and interviews with managers and local vendors.
23	22/04/2024	Observation at the Hidden Canyon Beji Guwang trekking area	There are still people who throw garbage into the river, even though the area has been given a sign to maintain environmental cleanliness. It was also found that there were community members who were drinking on the trekking route.

Source: BUMdes and BUPDA

The data presented in **Table 4** explains the observation activities that the author has carried out on tourism activities, as well as the potential that can be developed in Guwang Village personally and with other stakeholders. In the process of collecting data for this research, the observations conducted on the objects studied and those that are considered to have the potential to be developed into new tourist attractions to support the development of Tourism Villages in Guwang Village (**Figure 4**).





Figure 4. New attraction to be developed as river tubing and trekking at Guwang Beji River  
Source: Research Documentation, 2024

### Focus Group Discussion Result

The results of the research Sustainable Community-Based Tourism Development in Guwang Village will be analyzed by Focus Group Discussion (FGD) and opinions from interviews with 12 respondents who the author selected as stakeholder representatives in Guwang Village. **Figure 5** shows the FGD was held on April 28, 2024, at the Head of Administration of Guwang Village Office. This Focus Group Discussion was attended by several respondents, including Putu Suwendra as Secretary of Guwang Village representing I Nyoman Sarwaedi, S.Sos, M.Ap (PJ. Head of Official Administration Guwang Village), DR. Ni Made Ras Amanda Gelgel, M.Si (Academic Lecturer at Udayana University), I Wayan Bitu (Tour Guide), I Ketut Kardana (Kelian Dinas Br. Buluh), I Wayan Khrisna Wardana (Entrepreneur Owner of Guwang Mini Zoo), I Kadek Aditya Surgangga (Director of BUMDES Garuda Wisnu Prabawa), I Wayan Yoga Antara (Manager of Hidden Cayon Baji Guwang), A A Nik Wijaya (Homestay Owner), I Made Suardiana (Hidden Canyon Beji Guwang Guide), and I Made Jaya Negara (Guwang Community Leaders and Farmers).



Figure 5. FGD at Head Administration of Guwang Village Office  
Source: Research Documentation, 2024

The Focus Group Discussion, which was held on April 28, 2024, was not attended by 3 respondents, namely the Head of the Official Administration of PJ Guwang Village, the Head of Customary Guwang Village, and the Chairman of the Guwang Village Pokdarwis. The nine respondents provided input and suggestions which were then used by the author as key issues to discuss the model applied to Sustainable Community-Based Tourism Development in Guwang Village. Some of the key problems found by the author were then analyzed with the last 5 steps in the APEC Guidelines, namely: developing partnerships, adopting an integrated approach, planning and designing quality products, identifying market demand and developing marketing strategies, as well as implementing and monitoring performance. The APEC Guidelines provide a structured framework for the development of CBT. Steps 5 to 9 of these guidelines are: These steps are very important for the successful implementation of CBT in Guwang Village:

### **1.Step 5: Develop a Partnership**

To improve competitiveness, Step 5 of the APEC recommendations for Community-Based Tourism (CBT) highlights the significance of forming alliances with important stakeholders. Developing a competitive and sustainable CBT initiative requires completing this step. A. A. Nik Wijaya promoted enlarging collaborations and incorporating different industries. Although there is a strong need for homestay rooms, there is still a lack of community enthusiasm in this venture. The Chief of Customs must promote this business by making every effort to maximize his position and provide easy credit to the community members who wish to create homestay businesses.

### **2.Step 6: Adopt an Integrated Approach**

The APEC Guidelines for Community-Based Tourism (CBT) provide a comprehensive framework for developing and managing tourism initiatives that benefit local communities. Step 6 in these guidelines focuses on the crucial aspect of Capacity Building and Training. Dr. Ni Made Ras Amanda Gelgel M.Si emphasis on the integration of all stakeholders supports this step. Ensuring policy coherence requires effective collaboration between all stakeholders, including local governments, community members, the private sector, and other relevant parties to create an integrated approach to tourism development.

### **3.Step 7: Planning and Designing Quality Products**

Step 7 in the APEC Guidelines for Community-Based Tourism (CBT) focuses on planning and designing quality products to ensure that tourism initiatives are effective and sustainable. I Wayan Yoga Antara, Dr.Ni Made Ras Amanda M.S.i emphasized the development of attractions that involve tourist participation. The development of tourism products that reflect the uniqueness of the culture and environment of Guwang Village. Implementing innovative tourism offerings that enhance the appeal of the village, incorporating local arts, crafts, and traditional activities.

### **4.Step 8: Identify Market Demand and Develop a Strategy**

Step 8 in the APEC Guidelines for Community-Based Tourism (CBT) focuses on identifying market demand and developing a marketing strategy. This step is crucial in ensuring that CBT initiatives effectively and engage with target markets. Dr. Ni Made Ras Amanda Gelgel emphasized developing taglines and encouraging tourist participation in tourist attractions in line with marketing strategies. Catchy slogans can help in village branding, while interactive tourist participation will enhance the visitor experience, thus making marketing efforts more impactful.

### 5. Step 9: Implement and Monitor Performance

Step 9 in the APEC Guidelines for Community-Based Tourism (CBT) focuses on implementing and monitoring the performance of CBT projects. This step is crucial in ensuring that CBT initiatives are effective and sustainable. I Made Yoga Antara emphasized the importance of performance monitoring and involving all stakeholders in the evaluation process. Since Guwang Village was made a tourist village at the end of 2022, there has been no real implementation of development development such as infrastructure improvements. Aditya Surgangga also adds his opinion, that policymakers should accelerate the execution process of existing development ideas, both from the pokdarwis and from other elements of the community so that the sustainability of tourism development in Guwang Village can be realized properly.

### Results of Applied Research

The FGD carried out with representatives of Guwang Tourism Village stakeholders resulted in an agreement. The agreement in question is a commitment. Commitment to develop Guwang Tourism Village so that existing tourism remains sustainable. The basis of this development is CBT. The form of thinking and commitment of stakeholders is outlined in the form of a tourism village development model. This model shown in **Figure 6** will then be used as a guideline for the development of Guwang Tourism Village in the future.

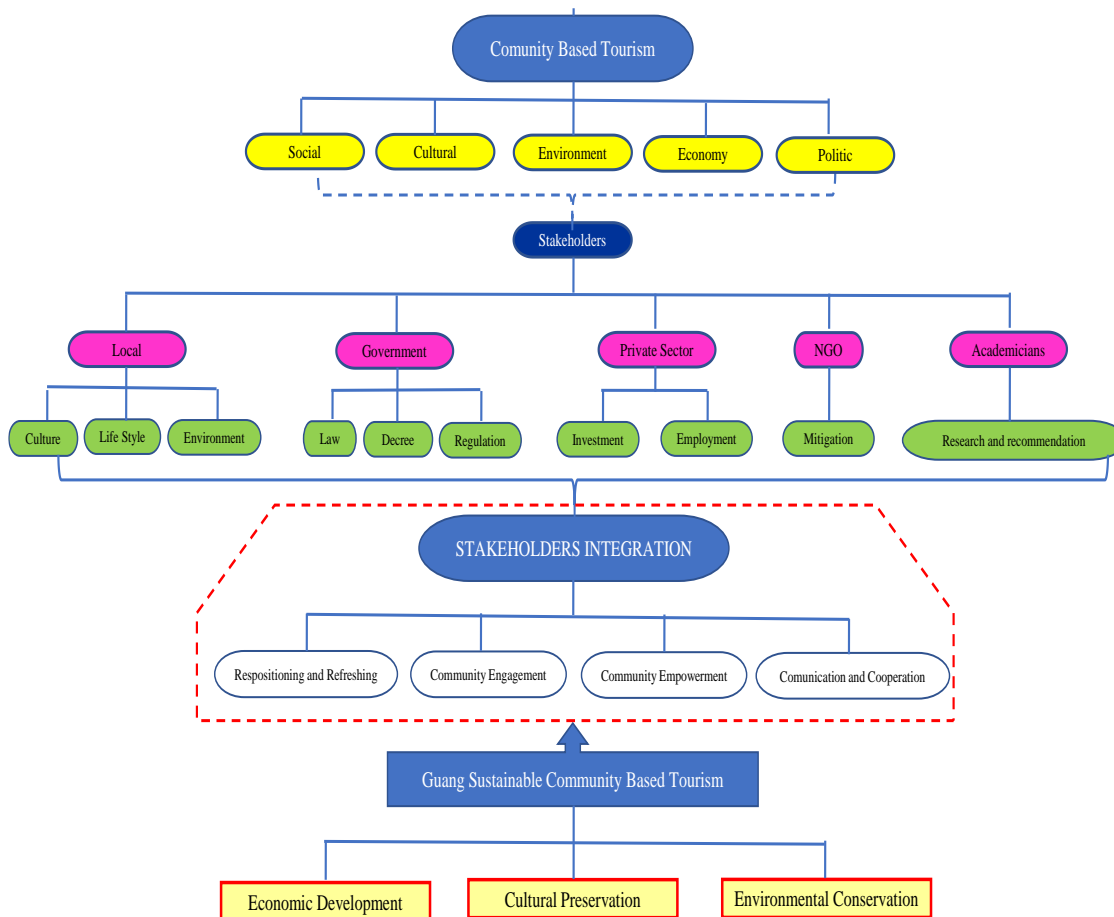


Figure 6. Sustainable Community Based-Tourism Development in Guwang, Gianyar Regency  
Resource: Researcher, 2024

## 1. Community-Based Tourism

The application of sustainable community-based tourism (CBT) is grounded in five key principles that ensure a holistic and mutually beneficial approach. These principles include social, cultural, environmental, economic, and political components. Social principles emphasize improvements in quality of life, community pride, and fair gender roles, while cultural principles foster cultural exchange and respect for diverse traditions.

## 2. Stakeholders and Their Roles

The successful implementation of sustainable community-based tourism (CBT) involves a collaborative effort among various stakeholders. Local communities play a crucial role by preserving and sharing their traditions and customs with visitors, integrating tourism into their daily lives, and participating in environmental conservation activities. Governments establish supportive policies, provide a legal framework, and regulate tourism activities to ensure community benefits and resource protection.

## 3. Stakeholder Integration

To foster collaboration among stakeholders and ensure the success of community-based tourism initiatives, a Stakeholder Integration Framework can be developed. This framework should encourage active engagement among all stakeholders, including local communities, governments, the private sector, NGOs, and academics. Key components of this framework include repositioning and refreshment through regular meetings, joint decision-making, and a common goal. Community engagement is also crucial, ensuring that all stakeholders are involved in the decision-making process and aligned towards a shared objective.

## 4. To Realize Sustainable Community-based Tourism (CBT) in Guwang

Several key strategies can be implemented. Economically, promoting local products and services to tourists and encouraging investment that provides economic benefits to the community are crucial. Developing a sustainable business model that reinvests in the community is also essential. Culturally, organizing cultural events and festivals that attract tourists and preserve traditions is vital. Creating a museum or cultural center that showcases local heritage and involving local artists and artisans in tourism activities can also contribute to cultural preservation. Environmentally, implementing environmentally friendly tourism practices such as waste management and renewable energy, promoting ecotourism activities like nature trails and wildlife observation, and educating tourists about environmental conservation are all important steps.

## Implementation of Sustainable Community-based Tourism Development in Guwang, Gianyar Regency

The development of sustainable community-based tourism in Guwang, Gianyar Regency, involves a multifaceted approach to ensure that tourism benefits local communities economically, socially, and environmentally without compromising their culture and nature. Key steps include community participation, where locals are involved in planning and decision-making processes. Education and training are also crucial, focusing on tourism skills, small business management, and environmental and cultural awareness. Local tourism products are developed, such as handicrafts, traditional dances, and culinary specialties. Homestays managed by local communities are encouraged to increase local income. Environmental conservation and cultural preservation are prioritized through festivals, art performances, and cultural education. Digital promotion and partnerships with travel agents enhance visibility and accessibility. Infrastructure upgrades and accessibility measures ensure easy travel.

A monitoring system measures the impact of tourism on the economy, society, and environment, with periodic evaluations and strategy adaptations

## **Sustainable Community-based Tourism Development Model in Guwang, Gianyar Regency**

A sustainable community-based tourism development model in Guwang, Gianyar Regency, can be built by integrating key elements that support economic, social, and environmental sustainability. This model involves community involvement and participation through the establishment of local tourism committees and regular forums to discuss plans and challenges. Capacity building and education are also crucial, including training on tourism management, service skills, entrepreneurship, and environmental awareness. Additionally, educational programs that increase public understanding of environmental conservation and cultural preservation are integrated. The model includes the development of local tourism products, such as arts and crafts, traditional dances, nature tourism, and local cuisine. Homestays managed by locals are developed to provide an authentic experience for tourists and a direct source of income for the community. Environmental conservation programs and the preservation of customary and historical areas are also implemented. Marketing and promotion strategies include digital promotion and partnerships with travel agents.

### ***Conclusion***

Based on the background, problem formulation, and objectives of the study, several conclusions can be drawn regarding the sustainable community-based tourism development in Guwang, Gianyar Regency:

#### **1. Implementation of Sustainable Community-based Tourism development in Guwang, Gianyar Regency**

The implementation of sustainable community-based tourism development in Guwang, Gianyar Regency, involves a series of strategies that focus on the active participation of local communities, cultural preservation, and environmental conservation. The community is involved in every stage of tourism planning and management through the establishment of local committees and discussion forums. Training and education are provided to increase the capacity of the community in managing the tourism business and protecting the environment. Local tourism products, such as handicrafts, dance, and typical culinary, are developed to offer an authentic experience for tourists. Basic infrastructure is being improved to support the accessibility and comfort of tourists, while promotions are carried out through digital media and partnerships with travel agents.

#### **2. Sustainable Community-based Tourism Development Model in Guwang, Gianyar Regency**

The sustainable community-based tourism development model in Guwang, Gianyar Regency, emphasizes the active involvement of local communities in every stage of tourism planning and implementation. Through the establishment of local tourism committees and regular discussion forums, communities are empowered to contribute to decision-making. Education and training are provided to improve skills in tourism management and environmental awareness. Authentic local tourism products, such as handicrafts and typical culinary, are developed to provide added value for tourists and a source of income for the community. Infrastructure is improved to support the accessibility and comfort of tourists, while marketing is carried out effectively through digital platforms and cooperation with travel agents. Continuous monitoring and evaluation ensure positive economic, social, and environmental impacts. Policy and regulatory support from local governments is also very important to support this initiative

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