

## **Application of Community Based Tourism (CBT) in the Development of Gosari Nature Tourism (Wagos) Gosari Village, Ujungpangkah District, Gresik Regency**

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### **Abstract**

The tourism industry in rural areas is able to have an impact on various aspects for both the community and the government. Tourism-based community and village participation is one form of effort to increase the tourism industry. This study aims to determine the application of Community Based Tourism (CBT) in the development of Gosari Nature Tourism (WAGOS) in Gosari Village, Ujungpangkah District, Gresik Regency. This study uses a descriptive qualitative approach. Community Based Tourism (CBT) is expected to play a significant role in the growth of Gosari Nature Tourism in Ujungpangkah District, Gresik Regency, and this research will provide an overall picture of its application in that context. Specifically, researchers used key informant data sources, places and events, and documents. Interviews, observations, documentation, and online data collection were used to collect information for this study, with the researcher acting as the main instrument integrated with the observed data sources. Data analysis techniques used are collection, data compaction, data presentation, drawing conclusions and verification. While the validity of the data used is triangulation and reference adequacy. The results of this study found that the planning stage had been carried out properly. Then in the implementation of the distribution of the portion of the implementation of Gosari tourism development it was divided into 3 parts. As well as the impact and benefits of the establishment of Gosari tourism are felt by the community starting from small things, namely a sense of pride and friendliness towards tourists. So that the application of CBT in Gosari Tourism has been carried out properly and optimally

**Keywords:** CBT, Gosari Tourism, Tourism Development



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### **INTRODUCTION**

The Indonesian tourism industry has helped make this country a global icon (Wiratma, 2017). Thanks to its advantageous location, Indonesia is home to a wealth of biodiversity and natural resources. Indonesia, a country consisting of more than 17,540 islands and inhabited by people from various ethnic and cultural backgrounds, is a popular tourist destination (Mun'im 2022). This is supported by Law Number 10 of 2009 concerning Tourism of the Republic of Indonesia, which defines tourism as a broad industry that relies on various services and facilities provided by local communities, private businesses, and government agencies at all levels. When an area effectively manages its natural resources to become a tourist attraction, it can attract both domestic and international visitors, and the tourism service industry is one of the activities that utilizes these resources (Septa Hendra 2019).

The tourism and travel industry is the sector most affected during the global health emergency (Abbas, J., Mubeen, R., Iorember, P. T., Raza, S., & Mamirkulova 2021). Due to the Covid-19 pandemic, the aviation, hotel, land and sea transportation industries have all experienced a significant decline in business worldwide, including in Indonesia (CEIC 2020). A

drastic decrease occurred in 2020 due to the COVID-19 pandemic. The number of foreign tourists visiting Indonesia through all entry points in December 2021 was 163,619, down - 0.28% from 164,079 who visited in December 2020. As of December 2021, the top five countries based on the number of visitors from abroad are Timor. Leste (84,975), Malaysia (48,728), Papua New Guinea (4,880), China (4,513), and Russia (2,324). Meanwhile, Papua New Guinea increased 220.00%, Kuwait 162.50%, Hong Kong 138.10%, Vietnam 53.04% and Japan 27.71% in the number of visitors they brought during December 2021 at all entrances compared December 2020 (KEMENPAREKRAF 2021).

The tourism industry has been badly affected by the spread of COVID-19. Therefore, efforts to empower individuals are needed to revive the Indonesian tourism industry. For example, there is Community-Based Tourism (CBT). According to Suansri (2003) quoted (Ahsani et al. 2018) Community Based Tourism (CBT) means traveling with the aim of not leaving negative impacts on the environment, local communities, or culture. For the field of tourism administration, this idea represents a radical shift in perspective. These are the guidelines to follow when implementing Community Based Tourism. Included in these principles are the following: 1. Recognize and support and develop community ownership in the tourism industry; 2. Involve community members in initiating each aspect; 3. Fostering community pride; 4. Improving the quality of life of the community; 5. Ensuring environmental sustainability; 6. Preserving the unique character and culture of the region; 7. Fostering the growth of education about cultural exchange in society; 8. Respect for cultural diversity and human dignity (Suansri, 2003) quoted (Ahsani et al. 2018). Drake as quoted by Satrio, D., & Sabana, (2018) that the main component of the Community Based Tourism development principle is the participation of local communities, and this participation can be achieved in several ways, including those listed below: First, there is the planning stage, which involves putting the community front and center at the focus of the project and giving them a voice in the design process.

Located in Ujungpangkah District, Gresik Regency, is a small community of Gosari Village. Desa Gosari is one of the villages along the north coast that has the potential to become a popular tourist destination thanks to its stunning natural features and quaint rural setting, away from the hustle and bustle of the city. There are a number of important historical sites in Gosari Village, including the palace of the Majapahit kings. There are still artifacts from the capital city of the Majapahit kingdom stored in the village of Gosari, proving its existence even after decades. This destination is jointly managed by BUMDES and Pokdarwis Desa Gosari (DISPAREKRAFBUDPORA Gresik 2020). The Gosari Nature Tourism Object (Wagos) in Gosari Village, Ujung Pangkah District, was named the second best tourist object in the East Java Award 2020 thanks to its successful implementation (DISPAREKRAFBUDPORA Gresik 2021). The Regent accompanied by Mishahud Dawam, manager of tourist attractions in Gosari Gresik, said that Gosari Nature and Education Tourism (Wagos) has a tourist attraction that provides rural rides through the beautiful views of the limestone hills in the area (Abraham 2020).

The prominence of Gosari Village today cannot be separated from the growth of a community-based tourism village. Community based tourism (CBT) has the potential to contribute significantly to the growth of this village, so researchers are currently investigating its impact. Through this research, researchers are trying to examine further whether the community's contribution to the management and development of WAGOS is real or is running properly according to the existing CBT components. This is done to be able to restore and improve the condition of tourism in Gresik Regency, one of which is through the

development and management of community-based WAGOS. Based on this, academics are enthusiastic about the prospect of CBT being established in Gosari Village. Based on the description above, this study aims to determine the application of Community Based Tourism (CBT) in the development of Gosari Nature Tourism (WAGOS) in Gosari Village, Ujungpangkah District, Gresik Regency.

## **RESEARCH METHODS**

This research use descriptive qualitative approach. Community-based tourism (CBT) is expected to play a significant role in the growth of Gosari Nature Tourism in Ujungpangkah District, Gresik Regency, and this research will provide an overall picture of its application in that context. This research is devoted to clarifying the conceptual framework that has been developed. Community-based tourism (CBT) is studied in this study as a potential strategy to encourage the growth of the Gosari Nature Tourism industry in Ujungpangkah District, Gresik Regency. Based on the theory put forward by Drake as quoted by Satrio & Sabana (2018) community participation is the main principle of community-based tourism development namely planning, implementation and evaluation.

The data source is the subject from which the data is obtained and obtained. According to Sugiyono, (2018) shows various environments, resources, and methods that can be used for data collection. Specifically, researchers used key informant data sources, places and events, and documents. To collect relevant information, a systematic and iterative process known as data collection is used. Data, on the other hand, is information collected in the field that describes what is being studied (Mamik 2015). Interviews, observations, documentation, and online data retrieval were used to gather information for this study, with the researcher playing the role of the main instrument integrated with the observed data sources. The data analysis techniques used are collection, data condensation, data presentation, drawing conclusions and verification. While the validity of the data used is triangulation and reference adequacy.

## **RESEARCH RESULTS AND DISCUSSION**

There are various concepts and strategies in developing and building a tour, one of which is the concept of developing tourism by implementing CBT (community basic tourism) or by involving the community as tourism actors. If you re-read the elaboration that the researcher has discussed at the point of research results related to the history of Gosari tourism, this was built thanks to the enthusiasm and movement of the community, especially youth who saw that Gosari had natural potential that could be used as tourism, and it was proven from this enthusiasm that it finally became a part of Gosari tourism as seen at the moment. Based on this, this is in accordance with the theory put forward by Drake as quoted by Satrio & Sabana (2018) community participation as the main principle of community-based tourism development, which can be achieved in several ways, including those listed below:

### **Planning**

The Planning Stage, which at this stage includes the development process and the community is the focus of planning efforts. Community issues, development potential, and alternative plans and facilities are all identified and developed during this planning phase, centered on the subject matter of the community. Based on the explanation above, this is in accordance with the planning carried out by the Gosari community in participating in deliberations and formulating tourism development plans. Planning for the development of Gosari tourism itself occurred before the construction of the tour itself, which started when a

source of leather or springs was found which was then scheduled by the community, especially youth, for cleaning and maintenance every week, then they tried to post several photos on social media and many asked about the location. but when the visitors came to see it was normal, then from there the youths or youth organizations gathered and made a commitment to make photo spots or other supports once a week with a donation of 3 thousand rupiah.

In planning for the development of this tour, precisely in 2019 Gosari tourism is included in the Bumdes business unit which automatically legally can provide tickets for visitors. Then the village government also involved the community in the formulation of the RKP by inviting Pokdarwis or youth organizations, and also Bumdes to join village meetings, but before that they gathered to hold discussions regarding suggestions and suggestions for what to submit during the musydes. After that, representatives from them, namely Bumdes and Pokdarwis, presented the results of the discussion which were then followed up by the internal team to sort out which was prioritized first. All the results of this village meeting are then included in the APBD which is intended as a funding facility for village development including tourism. In short, the integration of this plan can be seen from the village government holding village meetings by inviting Bumdes, Karangtaruna or Pokdarwis to formulate and submit proposals regarding tourism development and its funding, once agreed, it is included in the village budget

### **Implementation**

Implementation stage, In general, the most relevant involvement of the community is during the implementation phase of a building or development program, and when managing objects or businesses that are directly related to existing activities. In the division of the implementation portion of the Gosari tourism development, it is divided into 3 parts, namely the Pokdarwis or the tourism manager handles ideas and creativity issues contained in the formulation of weekly, monthly and even yearly activities, then the internal team handles training, design and marketing strategy matters. Meanwhile, the village government takes care of funding and networking to fulfill tourism development needs and facilities, including physical development.

The role of the community in implementing Gosari tourism development starts from the smallest thing, namely by being friendly to visiting tourists, this is a form of good acceptance and has a good impact on tourism. Then the community also often gives suggestions and suggestions to Pokdarwis or Bumdes, for example there are spots that cannot be added with other supporting spots, then when there is an event the community is also enthusiastic. In terms of development, Bumdes and villages also involve the community by hiring coolies and architects from local residents.

In addition, Pokdarwis is also included in the WAGOS structure as a manager which means assisting in the implementation and management of tourism such as supervising, being on guard when tourists come and others. This participation is not free, but incentives are also given from Bumdes, although not always with the same nominal. Bumdes also involves the community in cultural exhibition activities as committees and performers as well as in the context of preserving the culture and local wisdom of Gosari village so that it is remembered as nature and cultural tourism.

### **Impact and Benefits**

Regarding the impact of benefits, the form of community involvement can be achieved with the role and position of the community that receives significant benefits, both

economically and socio-culturally, which will have an impact on increasing the economic welfare of the local community. Based on this explanation, thanks to the establishment of Gosari tourism, it has positive impacts and benefits for the people and villages of Gosari from a social, cultural and economic standpoint. The first impacts and benefits were felt by the people of Gosari village who were proud of having a beautiful tour and was visited by tourists from outside the area. The second is that people will have job options other than farming and working in the mines, by working as parking guards, counter keepers, cleaners and gardeners who can earn up to 2 million each month.

MSMEs also have the benefit of being able to open their own shop or participate in selling their products at the stalls provided by the PKK. What's amazing about this stall is that PKK has a policy that every product placed at this PKK stall is paid directly in cash so that it doesn't become a worry for the seller when the merchandise doesn't sell out. This certainly makes it easier for MSME players to increase their income. In terms of economic improvement for the village it is also quite significant, according to the village head's statement it can even be up to 600 million which is then made to repay assets purchased from residents' land in a tourist area, there are 3 places namely the buga garden which has been paid off, then the gate land and east white sand that is still in installments. As for the income of MSMEs themselves from the stalls provided by the PKK, it actually depends on the lack of visitors, but it can be taken that the income range is up to 500 thousand per month.

## **CONCLUSION**

Based on the description of the results above, it can be concluded that the planning stage has been carried out properly in which the Gosari people have become the initial guard in the spirit of building tourism which is now known as Gosari tourism, they move by making weekly schedules to clean and maintain spring containers which are then made supporting spots like a triangular house. Then in the implementation of the division of the implementation portion of the Gosari tourism development it is divided into 3 parts, namely the Pokdarwis or tourism manager handles ideas and creativity issues contained in the formulation of weekly, monthly and even yearly activities, then the internal team handles training, design and marketing strategy matters. Meanwhile, the village government takes care of funding and networking to fulfill the facilities and needs for tourism development, including physical development. As well as the impact and benefits of the establishment of Gosari tourism are felt by the community starting from small things, namely feelings of pride and friendliness towards tourists. Then in terms of employment that prioritizes local residents by working as parking guards, tickets, cleaning officers and also gardens. In addition, the MSME community can trade and open their own shop or by placing their products in the stalls provided by the PKK. Here, MSMEs do not need to be afraid that their products will not be sold out, because each product that is placed at the PKK stall is first paid for in cash by the PKK. In order for the product to be sold, the manager also created a system by entering it into the ticket, so every ticket purchase during the weekend with an additional nominal value of 5 thousand can get the product in the PKK stall. So that the application of CBT in Gosari Tourism has been carried out properly and optimally.

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