

Analysis Of The Impact Of Community-Based Tourism Development On The Welfare Of The Batulayang Village Community Bogor

*Community-Based
Tourism and
Welfare*

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477

Submitted:
NOVEMBER 2024

Accepted:
JANUARY 2025

ABSTRACT

Desa Batulayang in Bogor Regency has developed as a community-based tourist village by optimizing natural, cultural, and agro-tourism potential to improve the welfare of the community. Various attractions, such as Curug Kembar, forest tourism, and traditional arts, continue to be developed through active community participation. The commitment to sustainable tourism is reflected in the certification of tourist villages as well as the development of ecotourism and agritourism, which increasingly attract the interest of tourists. This research aims to analyze the impact of community-based tourist village development on the quality of life of the community and its effect on their well-being. The measurement is based on the perceptions of the village community, with data analysis using the Partial Least Square (PLS) method based on Structural Equation Modeling (SEM). Hypothesis testing was conducted through factor analysis with a loading factor threshold >0.7 . The research results indicate that the development of CBT based on economic, cultural, and environmental factors has a significant impact on the quality of life of the community, which ultimately leads to an improvement in their well-being.

Keywords: Community-Based Tourism (CBT), Local Economic Impact, Community Quality of Life, Socio-Cultural Impact

INTRODUCTION

The development of tourist villages can be a solution for a country's development in supporting sustainable economic growth, environmental preservation, and social development. Village development aims to improve the quality of life of rural communities through various holistic and sustainable development initiatives. Tourist villages offer great potential in increasing village income through tourism. These various potentials involve the development of tourist attractions such as cultural sites, nature tourism, local cuisine, handicrafts, homestays, and other community-based activities. A holistic approach that involves the participation of the local community is crucial to ensure the overall success of village development by ensuring the economic, natural, and socio-cultural sustainability of the community in the village (Eddyono, 2024).

According to (Cooper, 1995) a tourist village must have 4 important components, namely attractions (tourist products), accessibility (opportunity to reach the destination), amenities (supporting facilities), and tourism support (products that support tourism). In the development of tourism revenue, these indicators are used to evaluate success and improve the quality of economic, social, and cultural development in the region.

Practice tourist villages like this can open up new economic opportunities in rural areas, which often rely on the agricultural sector or other traditional industries. Tourism provides significant economic opportunities for local communities. Tourism opens new

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 13 No. 1, 2025
pp. 477 - 464
IBI Kesatuan
ISSN 2337 - 7860
E-ISSN 2721 - 169X
DOI: 10.37641/jimkes.v13i1.2662

opportunities for the local economy by developing the tourism sector. This creates new job opportunities and increases community income through various businesses such as homestays, restaurants, souvenir shops, and tour guide services. This income not only improves the economic well-being of individuals but also strengthens the local economy as a whole. The income generated from this tourism sector can improve the standard of living for the community, reduce the unemployment rate, and create new job opportunities. (Eddyono, 2024).

Through tourism revenue in the village, it will help improve the economic welfare of the village community and reduce the economic gap between rural and urban areas. By incorporating tourism as a significant economic sector, the village can reduce dependence on a single sector and mitigate the impact of global market fluctuations on the local economy (WTO, 2004).

Based on previous research titled "The Impact of Cultural Tourism Development on the Cultural, Economic, and Social Aspects of Local Communities" written by (Zunaidi, 2022), where the research results show that the development of cultural tourism in Kampung Naga has significantly improved the economic situation of the local community and influenced socio-cultural aspects, requiring efforts to manage these factors for sustainability. Similarly, the research conducted by (Muhammad Ibnu Faruk, 2018), titled "The Impact of Tourism Development on the Social, Cultural, and Economic Conditions of the Samarinda Community," the research results show that tourism development affects the social and economic life of the Samarinda community, with a shift from non-tourism to becoming tourism service providers, which are considered more promising in terms of income levels and the increase in various livelihoods that utilize tourism areas, including life that supports tourism. Tourism activities in Samarinda depend on the potential of natural tourism, cultural tourism, and man-made tourism. The development of new tourist areas that attract visitors is usually followed by other industries, such as trade, hotel and restaurant accommodations, housing, transportation, and others. So, tourism boosts the economy of Samarinda in the tourist areas. The opening of job opportunities, some people earning additional income, and the financial support from tourism for social, cultural, and economic activities in the community are other impacts felt by the society.

This research aims to analyze the management practices of Batulayang Tourism Village in developing Community-Based Tourism (CBT) that is based on economic, cultural, and environmental aspects. The goal is to evaluate whether these efforts can increase income and contribute to the welfare of the village community, as measured through the perceptions of the community involved in the tourism sector in the village.

LITERATURE REVIEW

Tourist villages are a type of tourism that focuses on cultural and natural experiences from rural areas, often involving local communities and traditional practices. This form of tourism has been recognized for its potential to stimulate local economic growth and social change, especially in areas where other economic activities are limited. The United Nations World Tourism Organization (UNWTO) defines rural tourism as "a type of tourism activity where visitor experiences are related to various products generally associated with nature-based activities, agriculture, rural lifestyle/culture, fishing, and sightseeing." (<https://www.unwto.org/Rural-Tourism>, n.d.)

According to (Asean Community Based Tourism Standard, 2016) Community Based Tourism (CBT) is a type of tourism that aims to enable communities to manage tourism growth and achieve aspirations for community welfare and sustainable economic, social, and environmental development. Therefore, CBT not only involves cooperation between tourism businesses and the community for mutual benefit, but also includes community (and external) support for small tourism companies, enabling them to achieve their goals.

The impact of tourism can be both positive and negative, depending on how tourism management and administration are conducted. That means, the impact of tourism is an activity that directly touches and involves the community, thereby having both direct and indirect effects on the local population. The positive impacts of tourism

can include increased income, job creation, and infrastructure development, as well as raising awareness of local culture and heritage. Meanwhile, negative impacts can include environmental damage, cultural commercialization, and population pressure due to newcomers.

There are seven categories of tourism impact on economic conditions: foreign exchange earnings; community income; job opportunities; distribution of benefits or profits; community ownership and control (economic); general development; and government revenue.

CBT can also be defined within the concept of social economy (Johnson, 2010). The term social economy is used to describe the public non-profit sector, market-based social organizations, and civil society organizations, including cooperatives and mutuals. Associations that are economically social-centered on people and aim to strengthen social cohesion, promote civic participation, and provide employment and financial opportunities. For the most disadvantaged people in the labor market and for the public sector, thus extending the neoliberal framework applicable to industrial relations.

H₁: The development of CBT based on economic factors influences the improvement of the quality of life of the Batulayang Tourism Village community.

The positive and negative impacts of tourism development on cultural aspects according to (Inskeep, 1991) is: (1) Conservation of Cultural Heritage, (2) Renewal of Cultural Pride, (3) Cross-Cultural Exchange, (4) Overcrowding and Loss of Amenities for Residents, (5) Cultural Impacts, (6) Social Problems.

Recent studies on the socio-cultural impacts of tourism show that socio-cultural changes are caused by the arrival of tourists, based on three general assumptions (Spillane, 2014): 1. Intrusion from outside, usually from a dominant socio-cultural system towards a weaker recipient culture; 2. Changes occur because the weaker recipient culture undergoes transformations caused by the influx of tourists; and 3. These changes will lead to cultural homogenization, where local cultural identity is overshadowed by industrial systems with Western technology, national and multinational bureaucracies, a consumer-oriented economy, and lifestyle changes.

Tourism generates social impacts due to the interaction between tourists and the local community during tourism activities. These social impacts can yield both positive and negative outcomes. The negative impact of tourism on the surrounding community is the shift or change in the lifestyle of the community following the lifestyle of visitors or tourists, especially teenagers and children, such as language use, clothing styles, and lifestyle.

H₂: The development of CBT based on social and cultural factors influences the improvement of the quality of life of the Batulayang Tourism Village community.

The physical environment is closely related to the tourism industry. Because of its fragile and inseparable nature, the natural environment is an asset of tourism. Fragile because the natural environment is God's creation, and if it is damaged, it will not be able to develop or return to its previous state, becoming inseparable. because humans must enjoy the natural environment if they want to live there. The main attraction of the tourist destination is its environment.

The physical environment consists of two types of environments: the natural environment (flora and fauna, natural phenomena, and natural landscapes) and the artificial environment (cultural sites, recreational areas, settlements, and historical relics). In theory, tourism and the natural environment should mutually benefit each other. Tourists enjoy the beauty of nature, and the money they pay is used to protect and preserve nature so that tourism can be sustainable. Not always do the relationships between the environment and tourism work well together and benefit each other, so conservation, appreciation, and education are carried out to ensure a sustainable relationship. However, conflicts arise as a result of this relationship. (Khrisnamurti,

Heryanti Utami, 2016).

H₃: The development of environment-based CBT has an impact on improving the quality of life of the Batulayang Tourism Village community.

The improvement in the quality of life of the community refers to comprehensive enhancements in the living conditions of the community, encompassing economic, social, health, education, and environmental aspects. The development of tourism objects has the potential to significantly impact social, economic, and quality of life changes for the community in the respective village. This impact includes real changes in government policies and decisions at the community level.

The development of the tourism industry involves social, cultural, economic, and political aspects (Spillane, 2014). This is in accordance with the objectives of Law No. 10 of 2009 concerning tourism, which states that the purpose of tourism management is to increase national income and improve the welfare and prosperity of the people, expand and equalize business and job opportunities, drive regional development, promote and utilize tourist attractions and objects in Indonesia, and enhance the quality of life of the community (Law No. 10 of 2009 concerning Tourism, 2009).

The tourism sector provides communities with business opportunities such as restaurants, hotels, and transportation. Besides that, tourism has the potential to improve the local economy, both in cities and in villages (Spillane, 2014).

H₄: Improvement in the quality of life of the community in Desa Wisata Batulayang from the tourism aspect affects the welfare of the community in Desa Wisata Batulayang.

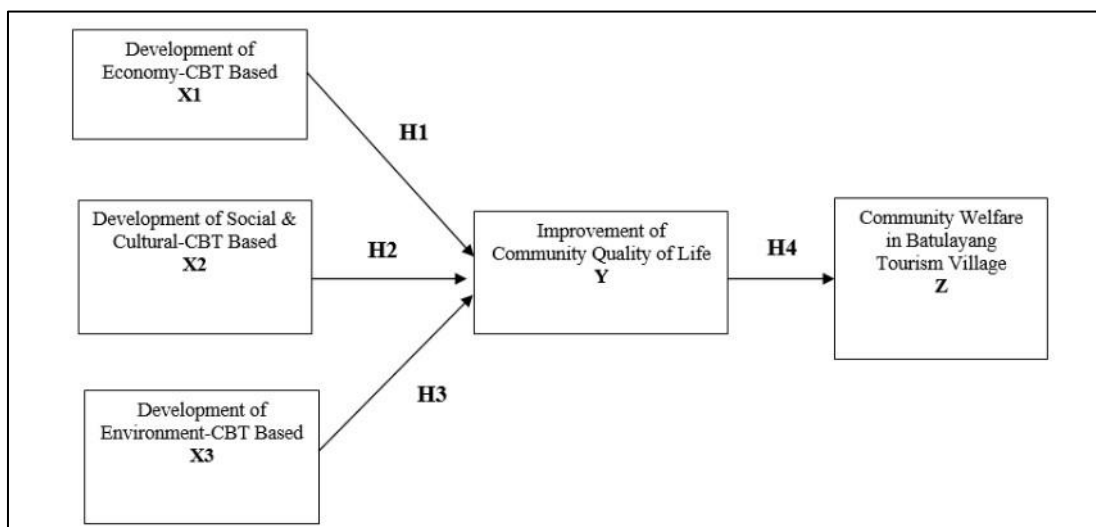


Image 1
Framework of Thought

RESEARCH METHOD

The research titled "Analysis of The Impact of Community-Based Tourism Development On The Welfare of The Batulayang Village Community, Bogor" employs a quantitative research method. This research uses a survey of 100 people from the Batulayang village community. The data analysis used employs the Partial Least Squares (PLS) software. PLS is a software model that can explain the structure of data variability. The model produced by the PLS method can optimize the relationship between two sets of variables. The estimation of the relationship model between Y and X and the estimation of the value of Y are determined using an algorithm. The process of determining the model is carried out iteratively by involving the variability in the variables X and Y. The

variance structure in *Y* affects the calculation of the covariance of linear combinations in *X* and vice versa, the variance structure in *X* affects the covariance of linear combinations in *Y* (Ghozali, 2018).

The sampling technique in this study is a non-probability sampling technique using purposive sampling based on accidental sampling, which means the samples are taken accidentally from respondents who happen to be present or available in a location that fits the context of the research.

The analysis test using measurement models (or measurement models) is part of structural models in path analysis or structural equation modeling (SEM); a multivariate statistical technique that allows for the comparison between several independent variables and several dependent variables responsible for evaluating the relationship between the measured indicators and the intended construct or latent variable.

RESULT

That the loading factor value of the variable The development of CBT based on Economic (X1), the development of CBT based on Social & Cultural (X2), the development of CBT based on Environment (X3), and the improvement of Community Quality of Life (Y) are all above 0.70. The convergent validity of the measurement model can be based on the correlation between the item score or instrument with the construct score, also known as the filling factor, and the criteria for the filling factor value for each instrument must be more than 0.7 (Sugiyono, 2017) so it is declared valid. For the variable of Community Resilience in the Batulayang Tourism Village (Z), there are 3 instruments that are not valid (<0.7), namely Z3, Z4, and Z5, and the rest are valid (>0.7).

Table 1 Loading Factor Phase I

Latent Variable	Manifest Variable	Indicator	Loading Factor	Significance (>0,7)
Development of Economy-CBT Based (X1)	X1.1	Revenue from the accommodation business	0.890	Valid
	X1.2	Revenue from the transportation business	0.898	Valid
	X1.3	Income from the culinary business.	0.819	Valid
	X1.4	Revenue from the souvenir business	0.827	Valid
	X1.5	Income from the homestay business	0.822	Valid
Development of Social & Cultural-CBT Based (X2)	X2.1	Preservation of Cultural Heritage	0.837	Valid
	X2.2	Cultural Pride Renewal	0.716	Valid
	X2.3	Causing overcrowding and the loss of facilities for residents	0.853	Valid
	X2.4	Cultural Impact	0.795	Valid
Development of Environment-CBT Based (X3)	X3.1	Education about sustainable energy sources	0.850	Valid
	X3.2	Participation in the management of energy resources	0.826	Valid
	X3.3	Development of sustainable development	0.782	Valid

	X3.4	Involvement environmental sustainability	0.868	Valid
Improvement of Community Quality of Life (Y)	Y.1	Educational Facilities	0.826	Valid
	Y.2	Health Facilities	0.749	Valid
	Y.3	Housing Facilities	0.852	Valid
	Y.4	Improvement of UMKM	0.775	Valid
	Y.5	Increase in Revenue for movable assets	0.800	Valid
Community Welfare in Batulayang Tourism Village (Z)	Z.1	Educational Infrastructure	0.782	Valid
	Z.2	Educational Infrastructure	0.870	Valid
	Z.3	Educational Infrastructure	0.358	Tidak
	Z.4	Educational Infrastructure	0.321	Not Valid
	Z.5	Health Infrastructure	0.163	Not Valid
	Z.6	Public Facilities Infrastructure	0.861	Valid
	Z.7	Public Facilities Infrastructure	0.800	Valid
	Z.8	Public Facilities Infrastructure	0.791	Valid
	Z.9	Business Infrastructure	0.805	Valid
	Z.10	Disaster Management Infrastructure	0.790	Valid

Determining validity in a convergent manner also requires the results from the Average Variance Extracted (AVE) value possessed by the research variable, where the Average Variance Extracted (AVE) has a meaning of a number that provides significance and explanation regarding the type possessed towards an indicator, which can be understood through general factors explained in numerical form (Ghovzali dan Latan, 2018). Through this understanding, the Average Variance Extracted (AVE) value, which serves as the foundation for the research on the variables used, can be stated as a valid variable in a convergent manner, meaning it is greater than 0.5 (Latan, 2018). The following is the result of the Average Variance Extracted (AVE) from the actual research conducted using the SmartPLS 3 software program.

Table 2 Average Variance Extracted Results

Variable	Average Variance Extracted (AVE)
Development of Economy-Based CBT (X1)	0.726
Development of Social & Cultural-Based CBT (X2)	0.643
Development of Environment-Based CBT (X3)	0.692
Improvement of Community Quality of Life (Y)	0.642
Community Participation in Batulayang Tourism Village (Z)	0.677

The summary table of hypothesis testing is as follows.

Table 3 Summary of Hypothesis Testing Results

H	Hipotesis	P Values	Explanation
H ₁	Development of CBT based on Ekvovnovmi (X1) → Improvement of Community Quality of Life (Y)	0.002	Accepted
H ₂	Development of CBT based on Social & Cultural (X2) → Improvement of Community Quality of Life (Y)	0.000	Accepted
H ₃	Development of Environment-Based CBT (X3) → Improvement of Community Quality of Life (Y)	0.001	Accepted
H ₄	Improvement of Community Quality of Life (Y) → Community Prosperity in Batulayang Tourism Village (Z)	0.000	Accepted

DISCUSSION

This research shows that the perception of village communities towards community-based tourism development has a significant impact on their quality of life, which ultimately contributes to the improvement of community welfare. According to the people of Batulayang Village, the better the community-based tourism development programs, especially those linked to their roles in economic, cultural, and environmental aspects, the greater the impact on the improvement of their quality of life and well-being.

Other research conducted by (Dewantara, Y. F., & Susanto, 2020) analyzing that the implementation of the tourism village concept in Batulayang has a positive impact on the welfare and economic growth of the local community. Study conducted by (Maulana, D. F., & Hermansah, 2023) also found that the homestay program as a form of tourism empowerment significantly contributes to the improvement of community welfare in Batulayang Village. In addition, the research conducted by (Bahri, A. S., Basalamah, A., Fitri, A., & Rachmat, 2023) discussing the implementation of tourist village criteria in Batulayang and its impact on village development and community welfare.

Based on various studies that have been conducted, the role of the community in Batulayang Tourism Village has proven to be significant in improving the quality of life and contributing to the welfare of the community. The importance of empowering local communities in supporting the improvement of quality of life and community welfare is also emphasized by (Sulistiyadi, Y., Eddyono, F., & Entas, D. 2017) which recommends increasing the role of the community in the management of tourist destinations in Taman Alam – Pantai Carita, where the community's role is generally still weak, thus requiring serious attention from all stakeholders, especially the local government (Sulistiyadi, Y., Eddyono, F., & Entas, D. 2018) also suggests that the Regional Government should tend to develop a zoning system by considering trade systems and business ownership that involve the local community. In addition, it is necessary to create business opportunities in the environmentally friendly and high-quality tourism sector at Carita Nature Tourism Park.

Based on the findings of this research, it is recommended that tourism village managers optimize the diversification of income sources through the development of ecotourism, handicrafts, and local cuisine to reduce dependence on the transportation sector. In addition, the preservation of cultural heritage must be accompanied by innovative attractions and increased community participation in environmental sustainability programs. Strengthening educational infrastructure and tourism training is also necessary to enhance the community's capacity to manage tourist villages sustainably.

To realize a more structured management of tourist villages, stakeholders need to form a Destination Management Organization (DMO) that involves local communities, business operators, and local governments to ensure a participatory and sustainable approach. DMO plays a role in enhancing community capacity through homestay management training, community-based business development, and the implementation of digital marketing strategies to increase the competitiveness of the destination. In line

with the findings of the study conducted by (Ulfa, H., & Eddyono, F. 2024), 10 countries with the highest rankings in the Travel & Tourism Competitiveness Index 2022 have implemented DMO establishment policies as a key strategy in developing sustainable tourism destinations.

CONCLUSION

Based on the analysis of the impact of tourism village development on economic, socio-cultural, and environmental growth, as well as its effects on Community-Based Tourism (CBT) in Batulayang Tourism Village, Cisarua, Bogor Regency, it can be concluded that the development of economy-based CBT is dominated by the increase in income from the tourism transportation sector. In terms of culture, the most influential factor is the utilization of cultural heritage as the main attraction of the tourist village. Meanwhile, the development of environment-based CBT heavily relies on community involvement in environmental sustainability programs. The village community experiences an improvement in quality of life through increased income, which impacts the betterment of their living conditions. In addition, the welfare of the community has also improved with the development of educational infrastructure in the village.

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