

Analysis of the Development Strategy of Lembah Asri Tourism Village through Community Based Tourism (CBT)

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Abstract

This study aims to analyze the development strategy of Lembah Asri Tourism Village through Community-Based Tourism (CBT) and its impact on the quality of life of local communities. Lembah Asri Tourism Village is one of the tourism villages in Indonesia that has various tourist destinations so that tourism village development strategies can still be pursued. Data in this study were collected through interviews and also document data such as journal articles or official government documents accessed from the internet. The data that has been collected were analyzed using qualitative methods. The results show that the involvement of the Lembah Asri Tourism Village community in several Community-Based Tourism (CBT) criteria has been partially fulfilled, while some are still considered to need to be improved and enhanced. Therefore, there are several steps that can be taken so that the criteria in Community-Based Tourism (CBT) can be improved. Among them are increasing local community awareness of the importance of developing tourism villages, increasing the tourism village budget, intensifying promotion and evaluating the role of communities such as BUMDES in managing tourism villages.

INTRODUCTION

In the study of International Relations, tourism research is often overlooked despite its significant impact on global connectedness. However, recent trends show an increasing interest in the topic, mainly due to awareness of the economic, social and cultural potential of the tourism industry. Data from the World Tourism Organization (UNWTO) shows that in 2019, the number of international tourist arrivals reached 1.5 billion, marking a 4% increase over the previous year. (UN Tourism, 2020). In addition, the tourism industry globally accounted for about 10.4% of the world's total gross domestic product (GDP) in 2018, and provided jobs for about 319 million people, or about 10% of the total global workforce (Taufan Rahmadi, 2024).

In the midst of global tourism development, the concept of Desa Wisata is becoming increasingly popular as an alternative to sustainable tourism. Data from the Indonesian Ministry of Tourism and Creative Economy shows that by 2023, there will be more than 3,000 tourist villages across Indonesia, with the number continuing to grow in line with the government's efforts to develop community-based tourism. (Rimah Untar, et al, 2023). One successful example of the Desa Wisata concept is Lembah Asri Tourism Village in Serang Village, Purbalingga Regency, Indonesia. Based on data from the Badan Usaha Milik Desa (BUMDES) of Serang, the number of tourist visits to Lembah Asri Tourism Village increased significantly from 10,000 visits in 2015 to 50,000 visits in 2022. In addition, the income generated by local communities from the tourism sector has also increased significantly, reaching more than 5 billion rupiah per year (Dinporapar, 2022).

In the development of community-based tourism, it is important to evaluate the involvement of local communities in the management and development of tourism destinations, hence the concept of Community-Based Tourism (CBT) is applied. The concept of Community-Based Tourism (CBT) is an important foundation in ensuring that tourism provides equitable benefits to local communities, as well as paying attention to environmental and cultural sustainability. (Anindya Putri, 2017). Thus, this research aims to explore community involvement in the management of Lembah Asri Tourism Village as a successful example of community-based tourism. Through the assessment of Community-Based Tourism (CBT) criteria, we can assess the extent to which Lembah Asri Tourism Village has fulfilled the principles of sustainable tourism development. By understanding the participation of local communities in tourism management, we can explore the potential and challenges faced in achieving sustainable tourism development at the village level, and contribute to the literature on sustainable tourism development in general.

In general, Lembah Asri Tourism Village has played a significant role in driving the local economy and improving the lives of local people. According to recent data, around 70% of villagers are involved in the tourism sector, either directly or indirectly. (Dinporapar, 2022). This includes a variety of jobs ranging from being a tour guide, strawberry farmer, to souvenir trader. Moreover, tourism has opened up new employment opportunities and stimulated the growth of local businesses such as lodging, restaurants, and handicraft businesses. In addition to the significant economic impact,

Lembah Asri Tourism Village also makes an important contribution to environmental and cultural preservation. Through various reforestation and waste management programs, the village is committed to maintaining its natural beauty. In addition, traditional cultural activities such as local dance and music performances are an added attraction for tourists who want to experience local life and culture.. (Tri Lestari, 2022).

However, behind the success achieved by Lembah Asri Tourism Village, the village is also often faced with several challenges. One of these is the risk of over-commercialization, which can threaten cultural and environmental sustainability. As the number of tourists increases, there is pressure to change the original characteristics of the village to become more commercial to meet market demand. Therefore, the government and local stakeholders need to maintain a balance between tourism development and the preservation of the village's cultural and natural values. In addition, infrastructure and accessibility are also key factors in tourism development in Lembah Asri Tourism Village. Although there have been improvements in infrastructure such as roads and public transportation facilities, further investment is still needed to improve accessibility and ensure a comfortable experience for tourists. Thus, the local government and relevant stakeholders need to work together to develop a sustainable tourism development strategy. This includes the provision of training and education for local communities to improve service quality, responsible management of natural resources, and promotion of sustainable tourism globally (Sekar Nur Tazkiah, Akhmad Setiobudhi, 2023).

As a result, Lembah Asri Tourism Village is not only a successful example of community-based tourism but also a valuable case study for the development of sustainable tourism in Indonesia and around the world. Through the active involvement of the local community, the supportive role of the government, and the engagement of various stakeholders, Lembah Asri Tourism Village has succeeded in becoming a sustainable tourism destination, providing significant economic, social and environmental benefits to the local community. The challenges and opportunities faced by Lembah Asri Tourism Village are a reflection of the dynamics that commonly occur in tourism development in various destinations, especially at the village level. Therefore, the lessons learned from the experience of Lembah Asri Tourism Village are valuable for the development of sustainable tourism in other places.

LITERATURE REVIEW

In this study, the authors took some literature or references to previous research related to the author's research to support the research conducted by the author and also as a consideration in this study.

The first literature considered by the author to support the research is a journal article from the *Journal of Indonesian Tourism and Development Studies*, 9(3), 187-203, (2021) entitled "Analysis of Community-Based Tourism (CBT) Standards as the Basis for Development in Ketenger Tourism Village, Banyumas Regency" written by Arief Bakhtiar Darmawan and Soni Martin Anwar. As the title implies, this journal article

explains how Community-Based Tourism (CBT) standards are used as a basis for analyzing the extent to which Ketenger Tourism Village in Banyumas has developed. The similarity between this journal article and the author's research is that both try to analyze the development strategy of a tourist village using Community-Based Tourism (CBT). The difference is that this journal article examines Ketenger Tourism Village in Banyumas, while the author's research examines Lembah Asri Serang Tourism Village in Purbalingga.

The second literature is taken from *Aspirasi: Jurnal Masalah-Masalah Sosial*, 11(2), 157–170, (2020) entitled “Pengembangan Ekonomi Lokal Melalui Sektor Pariwisata di Desa Serang, Kecamatan Karangreja, Kabupaten Purbalingga” and written by Rojaul Huda. This journal article focuses on how Local Economic Development (PEL) is implemented through the tourism sector in Serang Village. The aim is to describe in detail the PEL implementation process in local tourism development and how these efforts can improve community welfare through the tourism sector. Although both highlight the synergy of the government, tourism managers, and the community in developing the Lembah Asri Tourism Village, our research focuses more on the use of Community-Based Tourism (CBT) in analyzing the tourism village development strategy.

The third literature we took was a journal article with the title *Manajemen Pemberdayaan Dalam Pengembangan Desa Eduwisata*” from the *Prosiding Seminar Nasional LPPM Unsoed* (Vol. 10, No. 1).. The journal article written by Chusmeru, Adhi Iman Sulaiman, Tri Nugroho Adi, P. Imam Prawoto Jati, Agus Ganjar Runtiko, and Nana Sutikna discusses the development of an eduwisata program after the Covid-19 pandemic in Serang Village, Karangreja, Purbalingga, Central Java. Similar to our research, they took Serang Village in Purbalingga as their case study. However, they tend to focus on strengthening the economy of rural communities through empowerment by utilizing local wisdom. The method used involves students and practitioners in identifying problems, local potential, and designing participatory development programs. The main goal is to increase motivation, knowledge, and partnerships in conducting research, practice, and community service to create sustainable educational tourism programs that have a positive impact on village communities.

The fourth literature is a journal article entitled “Analisis Strategi Pengembangan Agribisnis Kebun Strawberry di Desa Serang Kabupaten Purbalingga” *Jurnal Kubis*, 2(2), 96-106, (2022). This journal article was written by Agung Tegar Rastiawan, Sagita Agus Lestari, Yola Adiartanti, Yuzi Maulia Sholiha, and Mahardhika Cipta Raharja. Although they have similarities in discussing tourism development strategies in Serang Village, this journal article emphasizes agro-tourism in strawberry gardens as a driving factor. Furthermore, they also focused on the agribusiness development strategy of strawberry farms in Serang Village with the main objective of increasing the selling value of strawberries and the welfare of farmers. They conducted an in-depth analysis of the internal and external factors affecting the development of strawberry crops, and formulated strategies based on existing conditions.

The fifth literature that the author took to support the research was research from the *Prosiding Seminar Nasional Geografi UMS X 2019* entitled "Kajian Persepsi Dan Dampak Berganda (Multiplier Effect) Masyarakat Untuk Pengembangan Pariwisata Lembah Asri Serang Di Desa Serang Kecamatan Karangreja Kabupaten Purbalingga." This research was written by Esti Sarjanti, Nur Kartika Rahmawati, and Sigid Sriwanto. This article is similar to our research in that both focus on analyzing how the community, including the workforce, business actors, and tourists, play a role and perceive the Asri Serang Valley tourism object. One thing that distinguishes them is that they tend to focus on identifying the economic impacts resulting from the development of the tourism object through the Multiplier Effect concept. By using descriptive analysis and multiplier effect methods, this research aims to provide a deeper understanding of community perceptions and the economic effects of tourism development in Serang Village.

METHODS

Study Area

This research was conducted at Lembah Asri Serang Tourism Village or commonly referred to as D'las. This tourism village is located in Karangreja Sub-district, Purbalingga Regency. Lembah Asri Serang Tourism Village has 48 RT, 8 Rw and 5 Kadusan. The geographical condition located on the slopes of Mount Slamet, made the residents of Lembah Asri Serang Tourism Village originally farmers. However, the conditions, namely the existence of tourism business actors, as well as the development of Badan Usaha Milik Desa (BUMDES) with community efforts in equity participation for tourism development that makes it a mountain tour with cool air, and becomes a newer tour found in Purbalingga Regency.

The natural beauty of Serang Asri Valley Tourism Village is the main attraction for visitors who want to travel to Serang Asri Valley Tourism Village. The land used as a tour is 15 hectares, with various supporting rides which are another attraction for tourists who come. Various rides that can be enjoyed at the Lembah Asri Serang Tourism Village are flying fox, All Terrain Vehicle (ATV), water bikes, and tourist trains. In addition to the rides that can be enjoyed, tourists who come also have the opportunity to do horse riding and pick strawberries in the green house in the Lembah Asri Serang Tourism Village. As another experience enhancer, the tour manager at the Lembah Asri Serang Tourism Village added a new vehicle, namely Dino Land. Dino Land contains various dinosaur replicas that can move and sound like real dinosaurs. This ride is also one of the educational tourism rides that provides learning in the form of introducing dinosaurs with their replicas to tourists who come.

In addition to rides that can be a tourist attraction in the Lembah Asri Serang Tourism Village, there are also various supporting facilities for tourists. The supporting facilities at the Lembah Asri Tourism Village in Serang consist of gazebos, bathrooms, prayer rooms, cafes, meeting rooms, and swimming pools. The completeness of these supporting facilities will make it easier for tourists who attend to carry out other

activities such as worship, eating, and so on. In addition, in the Lembah Asri Serang Tourism Village there is also lodging for tourists who want to spend the night, in the form of cottages or cottages with a unique design. The cottages have a capacity of 4 people which can then be rented out per night.

Lembah Asri Serang Tourism Village was established in 2007, which began as Lembah Asri Tourism, and was then designated as a Tourism Village in 2010 by the Purbalingga Regency Government. Subsequently, various developments were carried out to become a better tourist attraction. The creation of a special tourism site in the Lembah Asri Serang Tourism Village is also an advancement to market existing tourism. In addition, there was also an attraction in the form of a tomato war at the Second FSG (Festival Gunung Slamet) involving residents and the community of Lembah Asri Serang Tourism Village, which became another attraction in this tour.

Research Methods

This research uses a qualitative descriptive method. According to Sugiyono, the qualitative descriptive research method is one of the research methods used to research on natural object conditions, where researchers are key instruments, data collection techniques are triangulated, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization. Qualitative descriptive research emphasizes narrative with detailed, complete, and in-depth descriptions of real or actual situations to support data presentation. The amount of text used should consider a combination of theoretical and practical needs. After obtaining the data, it is then presented using qualitative descriptive analysis techniques, which describe or reveal the characteristics of the variables that are the focus of the researcher, namely revealing several things related to Community-Based Tourism (CBT) in the Lembah Asri Tourism Village in Serang. The scope of this research is the development of Lembah Asri Serang Tourism Village through Community-Based Tourism (CBT).

Based on the research method and scope of research conducted by the researcher, the primary data collection method is observation and interviews related to the development of the Lembah Asri Serang Tourism Village. In addition, using textual analysis by describing and analyzing the text. The texts used were previous studies, the official website of the Banyumas Regency Government related to the Asri Serang Valley Tourism Village, and the official website of the Asri Serang Valley Tourism Village. These two research methods were carried out simultaneously or separately and based on the needs used in this research.

The methods used in this research are methods in social-humanities research that are more oriented towards the importance of communication and the various views of the data sources examined, rather than quantitative research that emphasizes numbers. Interviews were conducted with various parties involved with the Serang Lembah Asri Tourism Village consisting of the management of the Serang Lembah Asri Tourism Village, tourists of the Serang Lembah Asri Tourism Village, as well as workers and employees and the community in the Serang Lembah Asri Tourism Village.

Data Analysis (CBT)

This research uses the concept of Community-Based Tourism (CBT) in order to approach and analyze in looking at planning and participation which is more concerned with the provisions and arrangements that are more balanced between development and controlled planning. Community-Based Tourism (CBT) analysis will look at the form of community or group participation in a tourist spot as well as the development carried out in tourism. According to experts, Suansri defines Community-Based Tourism (CBT) as tourism that takes into account aspects of environmental and cultural sustainability. Jugmohan and Steyn see the unity of the community under one umbrella organization is also a Community-Based Tourism (CBT) actor. Garrod said there are two approaches related to the application of planning principles in the context of tourism. The first approach, which tends to be associated with the formal planning system, emphasizes the potential benefits of ecotourism. While the second approach tends to be associated with participatory planning terms that are more concerned with provisions and arrangements that are more balanced between development and controlled planning. This second approach emphasizes sensitivity to the natural environment in the impact of ecotourism development.

Community-Based Tourism (CBT) itself can be seen through the opportunity for local communities to control and be involved in the management of existing tourism development. Then, people who are directly involved in tourism businesses also benefit. In addition, Community-Based Tourism (CBT) can also be seen through the distribution of profits and empowerment carried out. The approach to tourism development with Community-Based Tourism (CBT) emphasizes local communities involved in the development and development of existing tourism. The identification of Community-Based Tourism (CBT) itself takes into account aspects of environmental and cultural sustainability, which can be used as a tool to realize sustainable tourism development with utilization and development carried out by local communities.

The concept of Community-Based Tourism (CBT) is one of the alternatives to tourism development which then seeks to develop and develop tourism with the aim of attracting as many tourists as possible. The concept of Community-Based Tourism (CBT) initially became an approach that looked at global welfare equality which later in Indonesia became social justice with various communities who followed and were directly involved in the development and development of tourism.

RESULT AND DISCUSSION

In the study of International Relations, Tourism is one of the topics that does not get much attention from academics. In fact, tourism has a big share in terms of interconnectedness or global connectedness. Moreover, seeing the impact of its activities which turned out to be multiplier-effect and complex. This is in line with a statement that is still relevant today from Nell Lelper in her writing entitled "The Framework of Tourism", Nell defines tourism as a multifaceted concept that includes various elements and relationships. Nell emphasizes the need for a holistic approach to understanding

tourism and considers not only travel or migration but also the wider impact on the socio-cultural and economic environment. In addition, tourism involves the study of individuals away from their usual habits, the industries that cater to their needs, and the effects on both tourists and host industries (Lelper, 1979). This definition highlights the interconnected nature of tourism and its implications for visitors and host communities and can be a potential developing economic advancement of the country.

Looking at its significant impact on the country and the global community, tourism studies continue to experience development and are improvised in such a way as to maximize existing potential. One of the tourism concepts that has developed in modern times is the concept of Desa Wisata. Desa Wisata is a rural area that offers a general atmosphere and reflects the authenticity of the village in terms of social, economic, cultural, natural, and various unique village potentials that are developed as tourism components (Riza Chakim et al., 2023). Village tourism makes natural resource tourism one of the attractions in tourism so the concept and practice continue to be developed. Human resources in the village are also one of the special concerns in efforts to develop tourism villages. Community empowerment continues to be pursued to improve the quality of local communities. The role of the local community is considered very large in transforming the village into a tourist village so a concept has emerged that explains how local communities should be involved in the development of tourist villages. The concept is Community-Based Tourism (CBT). In his book entitled "Community-Based Tourism Handbook" Suansri (2003) writes about community-based tourism which is defined as tourism that pays attention to environmental, social, and cultural sustainability where this tourism is then managed and owned by the community, for the community, with the aim that visitors can increase their awareness and learn about local communities and their way of life. From this definition, the concept of Community-Based Tourism (CBT) means trying to explain if the role of local communities must be involved in improving the quality of tourism at the village level and more than that, tourism then has a big contribution to the empowerment of its community (community development). This phenomenon shows that the travel experience does not only consist of enjoying the scenery but also the interaction between tourists and the community and daily life in the tourist village. This kind of interaction has become one of the most important things to be considered in tourism development through the concept of Community-Based Tourism (CBT) in tourist villages in Indonesia, one of which is Lembah Asri Tourism Village in Serang Village, Karangreja District, Purbalingga Regency.

Many communities manage the Lembah Asri Tourism Village. Among them is the BUMDES or Serang Village-Owned Enterprise, which was established in 2010, then the village government also developed Agro Education Tourism, to the Pokdarwis (Kelompok Sadar Wisata) whose members are dominated by young people from Serang Village. Based on an interview with Mr. JP (Kepala Urusan Umum), he recounted the history of how Serang Village was transformed into the Lembah Asri Tourism Village. Initially, Serang Village was undeveloped and even poor. However, farmers in the village saw the opportunity for tourism from the strawberry crop. In 2003, farmers in this village began to develop their strawberry plants in such a way as to make the strawberry plants there

have their own charm. That attraction became the beginning and hallmark of tourism in Serang Village. Over time, the Serang Village government tried to get involved and maximize these opportunities until several communities such as Pokdarwis, BUMDES, and the development of Agro Education Tourism emerged, which until now manages tourism in Serang Village or Lembah Asri Tourism Village.

Assessment of Community-Based Tourism (CBT) Criteria in Community Participation

In the concept of Community-Based Tourism (CBT), community involvement or participation is very important in tourism management, especially at the village level. The results of direct observations in the field and interviews with one of the Serang Village officials were evaluated using the Community-Based Tourism (CBT) criteria mentioned earlier. Therefore, this article tries to discuss each criterion and evaluate the extent to which Lembah Asri Tourism Village has met the criteria.

The first criterion is community ownership and management. If we look at the case study of the development of Lembah Asri Tourism Village, there is a significant role of the community in it. This is evidenced by the existence of communities from the local community, namely Pokdarwis, BUMDEDS, and Agro Education Tourism, which have long managed this tourist village. Furthermore, the more varied or increased types of tourism in Lembah Asri Tourism Village also make more people involved. For example, there are people who take on the role of tour guides, grass nurses in the destination, Outbound Team, and others. In this way, the local community or the people of Serang Village also experience upgrading or development.

The second criterion of CBT is about contribution to social welfare. This criterion assesses how Lembah Asri Tourism Village can contribute to the welfare of the surrounding community. Based on an interview with Mr. JP, the tourism village that has been developed has had a very good impact on the surrounding community. Many young people have taken a role in the development of this tourism village. Through communities in Lembah Asri Tourism Village, they also minimize possible negative impacts. One of the decisions that became evidence was the rejection of karaoke tourism in the tourist village area. They refused because they feared that it would have a negative impact on the tourism village and its people, such as night entertainment or even sexual entertainment. Therefore, the Serang Village community agreed to decide that night entertainment should be eliminated in the tourist village area considering its impact that could interfere with the sustainability of the Lembah Asri Tourism Village.

The third criterion is the contribution to the preservation and improvement of the environment. This criterion is important because one phenomenon that is prone to occur when developing a tourist village is the occurrence of disasters. These disasters occur due to development in tourist villages that do not pay attention to the consequences or impacts. Not infrequently, there are disasters such as landslides due to the construction of tourism on slopes or hills without proper calculation. Therefore, environmental aspects are important to be considered when building a tourist village. As done by the

villagers in the Lembah Asri Tourism Village area, they really take into account the impact or consequences of any tourism development there. Considering that Lembah Asri Tourism Village is located on the slopes of Mount Slamet. In addition, they also have a tree planting program that is packaged in the FGS event or "Festival Gunung Slamet" where this event is held once per year. This tree planting program can be said to be one of the efforts to build a sustainable tourism village.

The fourth criterion is related to how the existing community can encourage interaction between tourists and local communities. This criterion emphasizes the role of the community in order to involve the local community in building a tourist village so that there are possibilities for interaction between local communities and tourists or in other words, there is community involvement. In the management of Lembah Asri Tourism Village itself, the BUMDES community or Pokdarwis has paid attention to this. This is evidenced by many local people who are then involved in tourism programs or management there. Some examples are many people who become tour guides, Outbound Teams, environmental nurses, and strawberry farmers. With this, the possibility of interaction between tourists and local communities exists and is even higher. In addition, the involvement of local communities in tourism at Lembah Asri Tourism Village can also be used as an effort to empower communities in Serang Village.

The fifth criterion is the quality of tourism and tour guide services. The presence of the community must be able to raise the tourist village to be of high quality and free from threats or dangers so that this can be an added value or tourist attraction in their own tourist village. According to Mr. JP, tour guides in Lembah Asri Tourism Village are local people who live in the local area. They were chosen because they are indigenous people who have extensive knowledge related to history, traditions, culture, the natural environment, or daily life in the village. That way, the information and experience gained by tourists is increased.

The sixth criterion is the quality of food and beverage services. Of course, this criterion is very important in the development of a tourist village. The quality of consumption must be considered in order to keep food and drinks hygienic. In addition, food and drinks also need to be packaged as well as possible so that they can attract tourists to consume or buy them. In Lembah Asri Tourism Village itself, food and drinks are considered quite hygienic considering that many foods are homemade. It is rare to find food that comes from outside where the hygienic value is sometimes in doubt. In addition, the types of food and beverages in the village also vary, ranging from snacks to fruits such as strawberries which are the icon or characteristic of Lembah Asri Tourism Village in Purbalingga.

The seventh criterion is related to the quality of accommodation. In tourism, travellers or tourists certainly want adequate facilities, provide comfort, and a pleasant experience. For this reason, as a community that manages a tourist village, it can take the role of trying to always provide facilities that are sufficient and meet standards. Based on direct observation of Lembah Asri Tourism Village, the facilities there are considered quite adequate. Many public toilets are available and easy to find. In addition, the local people are also friendly, giving tourists the opportunity to experience first-hand or try to

live with the local culture. The safe condition of the houses or residences of local people is also an added value for Lembah Asri Tourism Village.

The eighth criterion is about the performance of CBT-friendly tour operators. This means that travel or tour operators and tour guides must provide the best possible service so as to provide a sense of security and comfort for tourists. Based on the information obtained from Mr. JP during the interview, tour guides are considered good at serving or serving tourists who come. This is since local people are friendly and have sufficient knowledge of the Lembah Asri Tourism Village so that they can provide a good tourist experience for tourists. Meanwhile, based on the results of observations, travel or tour operators have not really seen their role. This is because until now, the tourists who come are mass tourism and alternative tourism tourists, where they come by private vehicle or rent a bus to travel. If you look directly at what happened there, the access or road to Lembah Asri Tourism Village is considered quite dangerous considering its location on the slopes of Mount Slamet. Therefore, tourists must understand how the terrain of the journey to the tourist village and have sufficient experience, including the bus driver hired for village tour activities.

Recommendations for CBT implementation in Lembah Asri

Based on the analysis of Community-Based Tourism in Lembah Asri Tourism Village above, the tourism village has met some of the criteria of CBT. Some communities manage Lembah Asri Tourism Village, one of which is BUMDES Serang, which was established in 2010. This community has played a role in the development of Lembah Asri Tourism Village until now and continues to try to improve the implementation of CBT in the tourism village. Based on the analysis above, criteria one to five (management by local communities, social welfare, environmental quality, tourist interaction with local communities, and quality of tourist services) are considered to be fairly well implemented. Meanwhile, criteria six (quality of food and beverages) and seven (quality of accommodation) can still be improved for better quality. Food and beverage products sold can still be re-sorted so that they can become more hygienic and attractive. There are also some public facilities that can still be improved. Meanwhile, the eighth criterion still cannot be fulfilled by the community in Serang Village.

With such CBT implementation, Lembah Asri Tourism Village still needs to make some improvements. Several recommendations can be taken by the local community of Serang Village, especially BUMDES or Pokdarwis. First, increasing local community awareness of the importance of continuing to develop Lembah Asri Tourism Village. This aims to involve the local community more so that they can feel the impact of the existence of a tourist village both economically and empowerment. Second, increasing the funds or budget for tourist villages. This aims to improve aspects that can still be improved such as public facilities and the quality of tourist services. In addition, the creativity and innovation that are then produced can also increasingly meet the CBT criteria. Third, intensify the promotion of tourism villages through social media so that the exposure of tourism villages increases and has a high attractiveness. Fourth, always evaluate the role

of tourism village management communities such as BUMDES or Pokdarwis so that the implementation of Community-Based Tourism (CBT) in Lembah Asri Tourism Village becomes better and fulfills the criteria that have not been met.

CONCLUSION

Based on the research and analysis conducted, the application of Community-Based Tourism (CBT) in the strategy of developing the Lembah Asri Tourism Village has been pursued. Many CBT criteria have been fulfilled, but several criteria points still need to be improved and even need to be fulfilled. This is due to many factors, one of which is the geographical factor, which is located on the slopes of Mount Slamet, which is a challenge for Serang Village in developing Lembah Asri Tourism Village. Nevertheless, the implementation of the Community-Based Tourism concept in developing tourism villages should be intensified. Given its significant tourism impact, it can also empower local communities. This shows that the community in the village plays a big role in improving the welfare of the village community. However, improvements still need to be made and cooperation between the community and other stakeholders needs to be improved so as to open up other opportunities.

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CONFLICT OF INTEREST

In the writings of this article, no conflict of interest between authors or community occurs and disrupts the course of the research.

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