



Developing Community-Based Tourism Potential in The Tanjung Anom Reservoir Tourism Village, Central Lampung Regency

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Abstract

Community-based tourism (CBT) development is a strategic approach to improving community welfare, particularly in rural areas rich in natural and cultural resources. Embung Tanjung Anom, located in Central Lampung Regency, is one such local destination that has been developed through active community participation under the CBT concept. However, the implementation of CBT still faces various challenges, such as inadequate infrastructure, limited human resource capacity, and weak promotional and institutional management. This study aims to analyze the application of CBT principles, identify supporting and inhibiting factors, and formulate strategic models for developing community-based tourism potential in Embung Tanjung Anom. A qualitative descriptive approach was employed, using data collection techniques including interviews, observations, and documentation, with SWOT analysis as the analytical tool. The findings indicate that the Tourism Awareness Group (Pokdarwis), largely comprised of local youth, plays a central role in organizing attractions and promoting the site. However, tourism development remains suboptimal due to unequal distribution of economic benefits, lack of tourism education and training, and poor road access. Development strategies are directed towards strengthening tourism education, enhancing digital promotion through collaboration with tourism influencers, and positioning Embung Tanjung Anom as a leading tourism destination in the region. This study proposes a strategic model for community-based tourism development that emphasizes synergy among communities, government, and the private sector to achieve sustainable tourism outcomes. Keywords: Community-Based Tourism, Embung Tanjung Anom, Pokdarwis, development strategy, sustainable tourism.

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Introduction

Well-developed tourism is tourism that attracts both domestic and international tourists. The presence of these tourists can have a positive impact, particularly in improving the welfare of communities surrounding the destination. The community also has the opportunity to participate, for example by opening culinary businesses, renting tourism-related services, or creating innovations such as local souvenirs for tourists to take home. These activities not only create new jobs but also help increase community income, especially for those previously facing economic constraints (Syarifah and Rochani, 2022). Research conducted by Wibowo (2019) in Sukajaya Lempasing Village, Pesawaran Regency, which focused on the development of Mutun Beach tourism, explained that Mutun Beach has significant potential for development due to its unique characteristics compared to other beaches. One of its advantages is its proximity to Bandar Lampung City, only about a 30-minute drive, making it easily accessible to tourists.

According to Law Number 10 of 2009 concerning Tourism, tourism development can be carried out, among other things, by the community. According to research conducted in West Java, community-based tourism development offers the benefit of reducing poverty in a region because it opens up numerous additional employment opportunities for residents without having to abandon existing habits or routines, which directly impacts the community (Asy'ari et al., 2021). Another study conducted in Siraman Village found that the benefits of community-based tourism development include high community enthusiasm, resulting in high community participation in all activities. Communities can care for each other and share, ultimately creating a sense of fairness in the process (Prasta, 2021).

Local community involvement in tourism development can foster awareness and responsibility for participating in developing tourist attractions in their area (Putu Mahyuni and Agung Tistha DY, 2021) (Lestari, 2016). Another study conducted at the Berastagi Fruit Market also found that the benefits of tourism development involving the local community include a conducive social environment and openness to welcoming tourists, which can provide a sense of security and comfort, increasing their satisfaction and desire to return to the Berastagi Fruit Market (Ginting and Veronica, 2016). Furthermore, research in Sekapuk Village found that community-based tourism development can benefit the community because funds are well-managed by the Village-Owned Enterprise (Bumdes). The Bumdes can provide educational scholarships for children from underprivileged families, orphans, and Quran memorizers. Scholarships are awarded from elementary school through college.

Tourism development has been implemented in several regions, including Central Lampung Regency. Central Lampung Regency is the second largest region in Lampung Province after East Lampung Regency, with a total area of 4,645.47 km². This region encompasses a diverse topography, ranging from lowlands and hilly areas to mountainous regions spread across several districts, with an average elevation of 1,600 meters above sea level. The natural landscape of mountains and hills offers beautiful panoramas, offering significant potential for development as a nature-based tourism destination by the local community. In addition to its natural tourism potential, Central Lampung Regency also boasts a wealth of other tourist destinations, including religious, cultural, historical, and man-made tourism. All of this potential presents a strategic opportunity for development as a basis for boosting the regional economy while supporting efforts to sustainably improve community welfare (Yulianto, 2020). Central Lampung Regency boasts a diverse range of tourist attractions spread across the western, central, and eastern regions. The diverse tourism offerings include natural and cultural tourism, as well as agro-tourism potential. Within the natural tourism category, one of the leading destinations is the Curup Tujuh Waterfall, located in Selagai Lingga District. Other tourism

potentials include additional waterfalls, lakes, rivers, dams, reservoirs, and pineapple and sugarcane plantations. The community's use of yard land also shows significant potential for community-based agrotourism development. In addition to its natural resources, Central Lampung Regency also boasts a well-preserved cultural heritage with the potential to be developed as a cultural tourism destination. Some of these include the Bali Tourism Village.

Problems in the development of the Tanjung Anom Reservoir began to emerge during the COVID-19 pandemic. Visits dropped drastically and are difficult to recover. The village government and community have made various efforts, including holding numerous attractions, such as fishing activities, utilizing the reservoir's attractiveness, which is stocked with various types of fish. The decline in tourist visits has resulted in low community participation and enthusiasm for the redevelopment of the Tanjung Anom Reservoir. The Tanjung Anom Village community has received limited education and outreach on tourism management with a community empowerment concept. Consequently, the implementation of the CBT concept, which prioritizes community participation as the primary measure of community empowerment success in the Tanjung Anom Reservoir, has not been optimal. The Tanjung Anom Village community also still relies on their primary livelihoods, such as agriculture and labor in local factories. This tendency for the community to remain dependent on their primary livelihoods is due to the fact that the economic benefits of the Tanjung Anom Reservoir management have not been fully realized by the community. The Tanjung Anom Reservoir is only busy at certain times, for example during fishing competitions, Family Welfare Movement (PKK) events, and so on. On the other hand, the success of a Community-Based Tourism (CBT) destination depends heavily on sustainability and a strong sense of ownership from the local community. Destination sustainability is a crucial prerequisite for tourism activities to be more than temporary but capable of providing long-term benefits. In practice, the CBT model is generally realized through the development of small businesses in rural areas, managed directly by local communities. Throughout the process, communities receive support from tourism industry players, including managerial mentoring, business promotion, and capacity building. This collaboration not only helps maintain business continuity but also strengthens social cohesion and the sustainability of the community as a whole (Prasetyo et al., 2024). In Tanjung Anom Village, tourism development has not yet reached the MSME development stage because it has so far focused on physical or infrastructure development.

One important background for this research is the need to empower local communities in tourism development. Communities possess valuable knowledge and experience regarding the tourism potential in their area. However, they are often not involved in tourism planning and management. By involving the community, a sense of ownership and responsibility for tourism sustainability can be fostered. This research will analyze the factors that support and hinder community involvement in tourism development and how these can be addressed to achieve the desired goals. The tourism industry focuses not only on physical infrastructure development but also on human resource development. In the context of Central Lampung Regency, it is crucial to provide training and education to local communities regarding existing tourism potential. With the right knowledge and skills, communities can manage their own tourism businesses, such as homestays, tour guides, and the sale of local products. There are various challenges facing the development of community-based tourism in Central Lampung Regency.

Literature Review

Social Change Theory

According to Herbert Blumer, social change is understood as a collective effort undertaken by humans to create a new order of life that is more suited to the conditions and needs of the times. Meanwhile, Ralph Turner and Lewis M. Killian define social change as a continuous process of

collective action within society, aimed at producing transformations in social structures and intergroup relations. Thus, social change reflects the dynamics of social life that can occur at various levels, from the individual to the global scale (Narwoko and Bagong: 2007). Agus Salim defines social change as a form of human civilization development influenced by natural, biological, and physical changes that occur throughout human life. The scope of social change is very broad, ranging from simple changes within the family to major transformations in the institutional system of society. He groups theories of social change into three circular categories (cyclic theory): (a) theories that focus on material development as the basis of reality, (b) theories that prioritize non-material aspects, and (c) theories that combine both—material and non-material—in explaining social reality (Salim, 2002).

Empowerment represents a process of fair and equal distribution of power (equitable sharing of power) aimed at increasing the political capacity, critical awareness, and bargaining power of marginalized community groups. The primary goal is to strengthen the role and influence of these groups in development processes and outcomes. In practice, empowerment encompasses several important principles such as public consultation, the delegation of some authority to the community, the existence of social control mechanisms, the open exchange of information, and the development of partnerships between the community and stakeholders (Hendra et al., 2023). Essentially, empowerment is a process of institutionalizing depowerment, namely the reduction of absolute power dominance by state authorities toward a more humane form of governance oriented toward respect for human rights. Community empowerment encompasses the active involvement of citizens in all stages of the development process, including increasing analytical and planning capacity, starting from the local environment where they live and work. This participation is an important foundation in encouraging inclusive and equitable national development (Moeliono et al., 1994).

Community-Based Tourism (CBT) is a tourism destination development approach that emphasizes empowering local communities by actively involving them in the planning, management, and development of tourist areas. Suansari (2003) explains that CBT is a form of tourism development based on the principles of environmental, social, and cultural sustainability. In this concept, tourism management is carried out by the community, originates from the community, and is aimed at the community's own interests. Visiting tourists are expected not only to enjoy the tourist attractions but also to gain a direct understanding of the life and culture of the local community. CBT emphasizes the role of the community as the primary actor in the management and promotion of culturally based tourist attractions. This approach provides opportunities for communities to become tourism entrepreneurs, thereby creating jobs, increasing income, and alleviating poverty through various tourism services such as guide services, homestay accommodations, and the sale of handicrafts and other products (Anggriani et al., 2023). Suansari (2003) suggests that the emergence of a new paradigm in tourism development aims to maintain the sustainability of the tourism sector itself. Within this framework, several basic principles for implementing CBT must be considered, including: (1) recognizing and encouraging community involvement in tourism industry ownership; (2) ensuring the active participation of community members in every stage of planning and implementing activities; (3) building a sense of community pride; (4) improving the quality of life of local communities; (5) preserving the natural environment; (6) preserving local cultural identity and heritage; (7) facilitating learning processes through cultural exchange between stakeholders; (8) respecting cultural diversity and the dignity of each individual; (9) ensuring equitable distribution of economic benefits to all community members; and (10) giving communities a role in determining the revenue-sharing mechanism for implemented tourism projects (Bello et al., 2016; Shani & Pizam, 2011).

Principles of Community Best Tourism (CBT) According to Russel (2018), CBT is a concept that prioritizes economic sustainability, respects the surrounding community, and maintains cultural integrity to prevent change or intermingling with other cultures. Therefore, CBT must

meet the following criteria: 1. Involving community members in initiating every aspect; 2. Paying attention to environmental sustainability; 3. Distributing income to the community.

Research Methods

This study adopts a descriptive qualitative research design (Lambert & Lambert, 2012) aimed at exploring and analyzing the strategies used in developing community-based tourism in Embung Tanjung Anom Tourism Village. The qualitative approach allows the researcher to gain a comprehensive understanding of local community participation, management patterns, and the interaction between various stakeholders in developing the village's tourism potential. This method was chosen because it emphasizes contextual depth, enabling the study to describe the actual conditions and processes that occur within the community rather than focusing solely on numerical data.

Data collection in this study was carried out using several complementary techniques: in-depth interviews, participant observation, and documentation. Through in-depth interviews, detailed information was obtained from key stakeholders directly involved in tourism management. Participant observation allowed the researcher to engage with local activities and understand the community's daily realities related to tourism operations. Meanwhile, the documentation process involved reviewing administrative records, reports, and visual documentation to support the primary data collected in the field.

The selection of informants was based on a purposive sampling technique, emphasizing individuals who possess extensive knowledge and involvement in tourism development activities. The key informants consisted of members of the Tourism Awareness Group (Pokdarwis), managers of the Village-Owned Business Entity (BUMK), local government representatives, and residents actively contributing to tourism initiatives. This selection was made to ensure that the collected data truly reflected diverse perspectives and the real situation surrounding tourism development in Embung Tanjung Anom.

For the data analysis, the study employed the SWOT analysis technique—an analytical framework designed to identify internal and external factors influencing community-based tourism. The internal analysis focused on recognizing the strengths and weaknesses of local management and community involvement, while the external analysis examined the opportunities and threats derived from environmental, social, and policy-related aspects. By using SWOT, the researcher was able to formulate a systematic understanding of the strategic position of the tourism village and identify priority actions for sustainable development.

The research location, Embung Tanjung Anom Tourism Village, was deliberately chosen using a purposive consideration. This area serves as a concrete example of community-driven tourism practices, combining natural attractions with active local participation in management and promotion. The site presents both strong potential and evident challenges in achieving sustainable tourism goals, making it an ideal context for qualitative inquiry. The chosen location thus aligns with the research purpose of examining real-world dynamics and strategic opportunities within community-based tourism frameworks.

Results and Discussion

Involving the Community in Decision-Making Community participation is a key component of social development.

Through active community involvement, various implemented programs and policies can be more effective and relevant to the needs of the community itself. This participation is not limited to elections or formal political activities, but also includes participation in the planning,

implementation, and evaluation of various development projects at the local level. In this way, the community is not merely the object of policy but also the subject, playing an active role in determining the direction of development. One form of community participation frequently encountered is through discussion forums or village deliberations. These activities provide a platform for residents to express their opinions, aspirations, and complaints regarding the issues they face. Through deliberations, it is hoped that every citizen's voice will be heard and considered by the authorities in decision-making. The importance of community participation is also evident in the context of natural resource management. Community involvement in the sustainable protection and utilization of natural resources is vital. By involving the community, the potential for conflict can be minimized because residents feel a sense of responsibility for their surrounding environment. Through collaboration between the government, the private sector, and the community, natural resource management can be carried out more fairly and efficiently, thereby improving community welfare without damaging the environment. Furthermore, community participation is also evident in voluntary activities aimed at improving community well-being. For example, the community was involved in digging the reservoir during the initial construction of the reservoir. They also helped manage wood scraps from felling and built gazebos at the Tanjung Anom Reservoir. These activities not only provide direct benefits to the community but also build social solidarity and collaboration among residents. When communities work together, this creates strong social bonds and supports a harmonious environment.

Community participation in the development of the Tanjung Anom Reservoir extends beyond decision-making to direct development and management. Senior citizens and youth groups, through the Village-Owned Enterprises (BUMK), are involved as managers of the Tanjung Anom Reservoir. Youth groups are also involved in reservoir development through the Community-Based Group (POKDARWIS), which was established to facilitate community groups' increased involvement in tourism management. Women's groups, through the Women's Farming Group (KWT), are also involved in hydroponic management. The community is given the opportunity to participate as much as possible in the development of the Tanjung Anom Reservoir. The community actively participates from the planning stage of the reservoir construction to implementation, including the management of facilities and tourist attractions. Community participation plays a crucial role in encouraging tourism development. The role of the community in tourism development can have a positive impact on the preservation of culture and tradition. Local communities can maintain and promote culture, traditions, and local wisdom as tourist attractions. For example, through holding cultural, arts, or culinary festivals. This has also been done in Tanjung Anom, where every Ramadan there is a culinary event that takes place every afternoon as a place for the community to socialize and shop for snacks for breaking the fast. In addition, during each event, the Tanjung Anom community also opens a trading stand to facilitate tourists who need food or souvenirs. This is also done as an effort to develop the local economy through MSMEs. Active community involvement will make tourism not only develop economically but also support cultural and environmental preservation, and improve the quality of life of the local community.

Previous research has shown that active community participation in decision-making is a crucial factor for successful social development, including in the context of community-based tourism development (Mak et al., 2017; Kayat, 2002; Burgos & Mertens, 2017; Bello et al., 2016; Shani & Pizam, 2011). Community involvement not only enhances a sense of ownership of the project but also strengthens local capacity and extends economic benefits equitably. Various studies have shown that community participation helps identify specific local needs and potential, making development more targeted and sustainable. This aligns with the concept of Community-Based Tourism (CBT), which emphasizes community participation in designing, managing, and promoting tourist destinations.

Analysis of CBT research at the Tanjung Anom Reservoir confirms that successful tourism development requires close synergy between the community, government, and the private sector. Although the community, through tourism awareness groups (Pokdarwis), is already active in management and promotion, challenges such as limited infrastructure and unequal economic benefits highlight the need for improvements in human resource capacity and strengthening tourism education. The proposed strategy, which includes enhancing tourism education and utilizing digital promotion, emphasizes the importance of empowering communities as key actors in decision-making for inclusive and sustainable development. Thus, involving communities in the decision-making process is not only a tool for social development, but also the key to achieving sustainability in managing local potential.

Guaranteed benefits for local communities

In general, local communities around the Tanjung Anom Reservoir experience various benefits from the development of the tourism sector in their area. One of the main benefits is the improved local economy through business opportunities in the tourism sector. Many residents have opened food stalls, souvenir shops, or boat rental businesses for tourists who want to enjoy the beauty of the reservoir. With the increase in tourist visits, community incomes have also increased, improving their standard of living. Beyond the economic benefits, tourism development at the Tanjung Anom Reservoir has also created new jobs for local residents. Some residents find work as tour guides, cleaners, and even as managers of tourist facilities. These employment opportunities have reduced the unemployment rate in the area around the reservoir, thereby improving community well-being. Another benefit is increased public awareness of environmental conservation. With the increasing number of tourists, residents have become more concerned about maintaining the cleanliness of the reservoir and its environment. They actively participate in community activities to clean the tourist area and implement various efforts to preserve nature, such as planting trees around the reservoir and reducing plastic use. Furthermore, the tourism sector has also had a positive impact on preserving local culture. Visiting tourists are often interested in learning more about the local culture and traditions. This encourages residents to maintain and promote their culture through art performances, culinary specialties, and handicrafts, which are a unique attraction for tourists. Thus, local cultural values are preserved and even become more widely known. From a social perspective, tourism development at the Tanjung Anom Reservoir has brought about significant changes in interactions between residents. Residents have become more open and adaptable to change, particularly in terms of culture and behavior. Tourism activities involving local communities, such as festivals and art performances, can strengthen social bonds and foster a sense of community. However, tourism development also presents challenges. Local communities often face pressure to adapt to tourist needs, sometimes sacrificing their traditional values. Changes in community behavior to follow tourism trends can result in the loss of cultural identity passed down from generation to generation.

The cultural aspect of tourism development at the Tanjung Anom Reservoir is also significant. Tourism has the potential to promote local culture, allowing tourists to learn about and appreciate the rich cultural heritage of the local community. For example, traditional art performances, regional culinary specialties, and traditional ceremonies can be attractive attractions for tourists. However, there is a risk of cultural homogenization if not managed properly. When local cultures are promoted to attract tourists, indigenous practices are often changed to better suit market tastes. This can lead to distortion and loss of cultural authenticity. To avoid this, cultural preservation must be an integral part of tourism development strategies. Involving communities in cultural activities and educating them about the importance of cultural preservation are crucial steps to maintaining cultural identity and fostering sustainable tourism development.

Tourism Education for the Local Community

Tourism education plays a crucial role in shaping the mindset of the community, preparing them for empowerment. The lack of community readiness for empowerment has prevented the development of the Tanjung Anom Reservoir tourist destination from reaching its full potential. This situation has also impacted the effectiveness of promotions conducted by the Tourism Awareness Group (POKDARWIS), which has so far been limited to traditional methods such as word-of-mouth. Meanwhile, the use of social media as a promotional tool has not been optimal. Although Tanjung Anom Reservoir has social media accounts on Instagram, Facebook, and a website managed directly by the POKDARWIS head, these platforms have not been able to attract significant tourist attention.

In the era of technology 5.0, the community is required to adapt to advances in digital technology. Therefore, the social media managers of Tanjung Anom Reservoir need to increase their digital marketing capacity to attract a wider audience. Currently, digital media has become an effective promotional tool because it can reach a wide audience across regions, even countries, without the constraints of space and time. Mastering digital marketing strategies is now a must for tourism businesses, including the managers of the Tanjung Anom Reservoir, which is now part of the Village-Owned Enterprise (BUMDes) and is formally managed through this institution. The Tanjung Anom Reservoir's development strategy focuses on a community-based approach. This approach is expected to provide solutions to the ongoing challenges faced in managing the destination. The community in question is the Community-Based Development Group (POKDARWIS). The government has supported the strengthening of POKDARWIS through training and mentoring programs. However, the implementation of the knowledge gained in these trainings has not been clearly visible, due to a lack of community support and declining tourist numbers.

Therefore, the initial step that needs to be taken, in addition to capacity building through training, is to build collective awareness among the local community in Tanjung Anom Village to play an active role in tourism development. This awareness can be fostered through a personal approach that demonstrates that good reservoir management will provide direct economic benefits to the surrounding community. One strategic effort to increase the effectiveness of community participation is to form working groups with specific tasks and responsibilities. For example, the homestay management group is separated from the hydroponic garden management, the reservoir management unit, and the culinary business managers. With a clear division of tasks, each group can focus more, think creatively, and develop innovations in their respective fields. All these business groups will be under the guidance and mentoring of the POKDARWIS (Community Development Group), which has previously received more comprehensive tourism training. This will create synergy between various community elements in supporting the sustainability and improving the quality of tourism at the Tanjung Anom Reservoir.

Exploring local potential, both natural and cultural, is crucial in creating a tourist attraction. The values of local wisdom promoted help strengthen the destination's identity and provide economic benefits, both through local revenue (levies) and through community economic activities. In this participation, mutual trust between the community, the government, and other tourism stakeholders is crucial for community-based development to run effectively according to established principles and procedures.

Previous research has emphasized the importance of tourism education for local communities as a foundation for developing community-based tourism (CBT) (Zielinski et al., 2021; Dangi, & Jamal, 2016; Mtapuri et al., 2022; Junaid et al., 2021). This education is considered essential for improving human resource capacity in managing tourist destinations effectively and sustainably (Dodds & Galaski, 2018). A study at the Tanjung Anom Reservoir, Central Lampung, showed that human resources managing tourism are still limited in terms of entrepreneurial experience and skills, necessitating intensive tourism education and training. This education not only increases

community knowledge about tourism management but also strengthens community commitment to running tourism businesses professionally and sustainably.

Furthermore, the research indicates that tourism education provided to local communities must be integrated with an empowerment approach that involves all community elements. This will enable village tourism managers, such as the Tanjung Anom BUMK, to become more independent and able to optimize tourism potential optimally. Strengthening capacity through tourism education also helps build better synergy between the community, government, and the private sector, which is key to the success of sustainable tourism development. Therefore, the tourism education strategy is directed not only at technical aspects but also at fostering awareness and active community participation in decision-making and tourism management at the Tanjung Anom Reservoir.

Conclusion

The study concludes that the application of Community-Based Tourism (CBT) principles in the Tanjung Anom Reservoir Tourism Village has generally demonstrated positive outcomes, particularly through the active role of local institutions such as the Tourism Awareness Group (Pokdarwis) and the Village-Owned Business Entity (BUMK). These community-based organizations have become the foundation of participatory tourism management, reflecting a strong sense of collective ownership and commitment to local tourism growth. Their involvement has fostered a culture of collaboration that aligns with the spirit of CBT, emphasizing community empowerment and the utilization of local potential.

Despite these achievements, the research reveals that the implementation of CBT in Tanjung Anom remains uneven and constrained by several structural and operational issues. Community participation has not yet reached an inclusive level, as economic benefits and managerial responsibilities tend to be concentrated among a limited number of individuals or groups. Additionally, the absence of systematic training and the community's limited capacity in tourism management have hindered the optimization of available resources. This condition indicates the need for a more equitable distribution of benefits and stronger institutional support to enhance the sustainability of community involvement.

The findings also emphasize that both internal and external factors significantly influence the development of tourism in Tanjung Anom. Internally, the community's mutual cooperation spirit, strong local initiatives, and the establishment of Pokdarwis and BUMK serve as major driving forces for tourism growth. Externally, however, various obstacles persist—such as inadequate infrastructure, poor road access, limited marketing and digitalization efforts, and social tension caused by unequal benefit distribution. Moreover, the COVID-19 pandemic has posed additional challenges, severely reducing tourist arrivals and local income, thereby highlighting the vulnerability of the tourism sector to global crises.

Through the use of SWOT analysis, this study identifies key strategic directions that can strengthen the sustainability of tourism development in the area. The strategies formulated include enhancing human resource capacity through continuous training, reinforcing institutional performance within Pokdarwis and BUMK, and improving tourism infrastructure and accessibility. The integration of digital-based promotion—particularly through social media and influencer collaboration—also emerges as a crucial element in expanding market reach and modernizing tourism management. These strategic efforts collectively aim to transform Tanjung Anom into a more resilient, competitive, and community-centered destination.

In conclusion, the future success of community-based tourism in Tanjung Anom depends on strengthening multi-sectoral collaboration between local governments, community groups, and private stakeholders. Sustainable development must be grounded in local wisdom, environmental stewardship, and equitable community empowerment. By continuously refining its management systems, investing in human capital, and embracing innovation, the Tanjung Anom Tourism Village

has the potential to become a model for rural tourism development that harmonizes economic growth, cultural preservation, and ecological balance.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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