

The Role of Local Government Policy in Developing Sustainable and Environmentally Friendly Community-Based Tourism

Deden Faturohman¹
Universitas Waskita Dharma Malang

Subhan²
Universitas Muhammadiyah Cirebon

Correspondence : Deden Fatutohman (dedenfaturhman65@gmail.com)

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Abstract

This study aims to analyze the role of West Java Provincial Government policies in supporting the development of sustainable and environmentally friendly Community-Based Tourism (CBT). The research approach uses a descriptive qualitative method with case studies in eight tourist villages in West Java. Data was obtained through document studies, field observations, and interviews with relevant stakeholders. The research findings indicate that several strategic policies, such as the Regional Tourism Development Master Plan (RIPPARDA) 2015–2025, West Java Governor Regulation No. 46 of 2020 on the Development of Tourism Villages, the Champion Village Program, the West Java Ecotourism Strategy, the One Village One Company (OVOC) Program, and the Tourism Digitalization Policy, play a crucial role in strengthening institutional capacity, enhancing human resource capabilities, developing tourism infrastructure, promoting environmental conservation, and leveraging digital technology for promotion. The implementation of these policies has had a positive impact on strengthening the local economy, preserving culture, and maintaining environmental sustainability in tourism villages. However, this study also identified challenges such as capacity gaps between villages, infrastructure limitations, and the need for sustainable funding and technical assistance.

Keywords: Regional policies, Community-Based Tourism, sustainability, tourism villages

Introduction

Community-based tourism (CBT) positions local communities at the forefront of tourism development, aiming to improve their economic well-being while ensuring environmental sustainability and the preservation of cultural heritage. By actively involving local stakeholders in the planning and management of tourism initiatives, CBT fosters economic development and promotes cultural preservation, which is essential for maintaining a community's unique identity (Sutama et al., 2024). Furthermore, CBT aligns with sustainable tourism practices that minimize environmental impacts and respect local cultures, addressing the challenges posed by rapid tourism growth (Kurniadinata & Suhartini, 2024).

Local government policy frameworks are crucial in the development of community-based

tourism (CBT), acting as facilitators and stewards to create a sustainable tourism ecosystem. Effective policies ensure that tourism development aligns with the principles of sustainable tourism, prioritizing long-term benefits for future generations while maintaining the environmental carrying capacity of the destination (Sapkota et al., 2024). This balance is crucial because it allows local communities to actively engage in tourism management, fostering ownership and responsibility for their resources (Ruhanen, 2013).

The development of sustainable and environmentally friendly community-based tourism (CBT) faces significant obstacles, including inter-agency coordination issues and limited capacity of local communities to effectively manage tourism initiatives. These challenges hinder the implementation of policies that fully integrate environmental sustainability principles, which are essential for balancing economic development with conservation efforts (Quang et al., 2023). Furthermore, without strong community capacity building, local residents struggle to take ownership of tourism development, often leading to negative impacts on natural resources and cultural heritage (Gopal, 2023). The lack of comprehensive sustainability policies exacerbates these problems, allowing tourism to put pressure on local ecosystems and threaten cultural values, ultimately undermining the goals of sustainable CBT (Cox et al., 2024).

Literature Review

Local Government Policy

Local government policy is a series of decisions, regulations, and actions taken by the government at the regional level to regulate, direct, and control various development activities (Dunn, 2018). In the context of regional autonomy in Indonesia, local government policy plays a crucial role in determining the direction of tourism sector development through the formulation of regional regulations (Perda), regent/mayor regulations, regional medium-term development plans (RPJMD), and other strategic programs. According to Anderson (2011), public policy can be viewed through four main stages: formulation, adoption, implementation, and evaluation. In developing sustainable community-based tourism, local policies can include Regulation and Standardization, Facilitation and Support, Monitoring and Evaluation.

Community-Based Tourism (CBT) Concept

Community-Based Tourism (CBT) is a participatory approach that emphasizes the active involvement of local communities in tourism development and management. This model ensures that community needs and concerns are prioritized, encouraging sustainable tourism practices that benefit the local environment and culture (Sutama et al., 2024). Community-Based Tourism is a form of tourism management that actively involves local communities, from planning and management to utilization of the resulting economic benefits (Goodwin & Santilli, 2009).

Sustainable and Environmentally Friendly Tourism

Sustainable tourism is a form of tourism development that considers a balance between economic benefits, social welfare, and environmental sustainability (Ghanem, J. 2017). Environmentally friendly tourism prioritizes practices that minimize negative impacts on the environment, such as waste management, the use of renewable energy, and controlling visitor numbers within the environment's carrying capacity.

Previous Research

Putra et al. (2019) emphasized that the success of Community-Based Tourism (CBT) in Yogyakarta depends on effective cross-agency coordination and a strong community engagement strategy. Cross-agency coordination facilitates collaboration between government agencies, NGOs, and the private sector, ensuring that tourism development aligns with local needs and mitigates potential negative impacts on communities. Widodo (2021) highlighted the critical need to integrate environmental conservation policies with economic empowerment programs in village tourism development. This integration is crucial for creating a sustainable tourism model that not only protects natural resources but also encourages local economic growth. By implementing environmental conservation policies, villages can ensure that tourism activities do not damage their ecosystems, while economic empowerment programs provide the necessary training and resources for local communities to engage with and benefit from tourism (Arsyad et al., 2024).

Methods

This research uses a descriptive qualitative approach. This approach was chosen to gain a deeper understanding of the role of local government policies in the development of sustainable and environmentally friendly Community-Based Tourism (CBT). This research allows researchers to gather comprehensive information through direct interaction. The research location will be in West Java province, which has developed the CBT concept with the support of local government policies.

Results and Discussion

1. Characteristics of Tourism Villages in West Java

1. Selasari Parigi Tourism Village, Pangandaran Regency

The Pangandaran Regency Government has established a policy for the development of Selasari Parigi Village through the Sustainable Tourism Village program, supported by regulations promoting culture- and nature-based tourism. Government support is evident in the provision of road access to the location, training in homestay management, and promotion through the Pangandaran Festival event. This policy encourages community participation through the "Mandiri Selasari" Tourism Awareness Group (Pokdarwis), which focuses on preserving caves, rivers, and agricultural areas as tourist attractions.

2. Taraju Tourism Village, Tasikmalaya Regency

The local government is encouraging the development of Taraju Village as an agro-ecotourism destination by providing irrigation facilities, promoting local coffee commodities, and holding a coffee harvest festival. This policy aligns with CBT (Custom-Based Tourism) because it involves farmers as the main actors in agricultural educational tourism. The Tourism and Agriculture Offices are collaborating on training coffee plantation tour guides, developing educational tour packages, and developing tourism management that takes environmental carrying capacity into account.

3. Sukadana Tourism Village, Ciamis Regency

The Ciamis Regency Government supports Sukadana Village through a revitalization program for public facilities such as meeting halls, parking areas, and trekking trails. The Tourism Village Regional Regulation, which applies in West Java, serves as a guideline for destination management. Women's empowerment programs and local MSMEs (culinary, bamboo crafts) are part of regional policies that promote the sustainability of CBT.

4. Cangkuang Tourism Village, Garut Regency

Cangkuang Village, famous for Cangkuang Temple and Kampung Pulo, receives special attention from the local government through cultural and environmental conservation programs. The local government has implemented a policy of limiting the number of daily visitors to preserve the site, providing traditional transportation (bamboo rafts), and providing tour guide training based on local wisdom.

5. Endah Nature Tourism Village, Bandung Regency

The Bandung Regency Government has designated Endah Nature Village as part of the Ciwidey tourism route. Development policies focus on nature tourism and environmental education, such as establishing a tea plantation tour route and forest conservation. The local government provided grant funds for the construction of a tourist information center and eco-friendly homestays, and integrated the village into the Wonderful Ciwidey promotion.

6. Sukasari Kaler Tourism Village, Majalengka Regency

The local government developed Sukasari Kaler Village as a water-based ecotourism destination, utilizing the potential of the Jatigede Dam and its coastal area. Policies include the provision of a tourist pier, water safety training, and the promotion of integrated tourism packages involving local artisans and culinary artists.

7. Cisande Tourism Village, Sukabumi Regency

The Sukabumi Regency Government supports Cisande Village through policies to develop rural tourism based on agriculture and nature conservation. Featured programs include the construction of a bicycle path, homestay management training, and community forest conservation. The local government also collaborates with environmental NGOs to educate the community about waste management and renewable energy in the tourist area.

8. Tugu Utara Tourism Village, Bogor Regency

Tugu Utara Village in the Puncak area receives local government support through policies to develop a mountain nature-based tourist area. These policies include restrictions on development that damages green areas, promoting tea plantation tourism and camping grounds, and developing environmentally friendly trekking trails. The local government also facilitates the marketing of local products such as packaged tea and handicrafts.

1. List of West Java Regional Government Policies

No	West Java Local Government Policy	Main Objective	Implementation in Tourism Villages	Related Tourism Villages
1	Regional Regulation of West Java Province No. 15 of 2015 on the Regional Tourism Development Master Plan (RIPPARDA) 2015–2025	To establish the direction of tourism development based on local potential and environmental sustainability	Encourages the development of community-based tourism that prioritizes cultural preservation and natural resource conservation. Villagers are empowered to maintain traditions while integrating them into tourism packages, ensuring long-term ecological balance.	Selasari Village (Pangandaran), Alam Endah Village (Bandung)
2	Governor Regulation of West Java No. 46 of 2020 on Tourism Village Development	To strengthen institutions, human resources, and facilities in tourism villages	Implementation includes the development and guidance of local tourism awareness groups (Pokdarwis), hospitality training for local residents, and the use of digital promotion platforms. These actions aim to enhance service quality, professionalism, and competitiveness of the villages.	Tugu Utara Village (Bogor), Sukadana Village (Ciamis)
3	“Desa Juara” (Champion Village) Program (2020–present)	To increase the independence of villages by utilizing local potential, including tourism	Provides support such as infrastructure improvements, guidance for Village-Owned Enterprises (BUMDes) in the tourism sector, and strategic partnerships. This program aims to make villages self-sufficient, innovative, and economically resilient through tourism.	Taraju Village (Tasikmalaya), Cisande Village (Sukabumi)
4	West Java Ecotourism Strategy (Document from the West Java Tourism & Culture Office)	To promote eco-friendly tourism and strengthen conservation efforts	Implementation focuses on waste management systems within tourist areas, zoning of conservation regions to protect biodiversity, and raising awareness of sustainable practices.	Canguang Village (Garut), Sukasari Kaler Village (Majalengka)

			These efforts help balance tourism growth with environmental protection.	
5	One Village One Company (OVOC) Program	To strengthen village enterprises and support the local economy	Encourages Village-Owned Enterprises (BUMDes) to operate in sectors such as community-based tourism (CBT), traditional crafts, and culinary products. By doing so, villages can generate income, preserve heritage, and create job opportunities while linking local businesses with tourism activities.	Selasari Village, Sukadana Village, Alam Endah Village
6	West Java Tourism Digitalization Policy (Sapawarga Application & West Java Digital Service)	To promote tourism digitally through online reservations and mapping of village tourism potential	Tourism villages are integrated into digital platforms to enhance visibility, facilitate online reservations, and sell tour packages. This policy ensures that all villages, regardless of location, have equal opportunities to reach a wider audience and attract both domestic and international tourists.	All tourism villages included in the research list

Source: 2025 Data Processing Results

2. Analysis of Findings

Based on the six policies outlined, it is clear that the West Java Provincial Government has designed a fairly comprehensive approach to support the development of tourism villages based on Community-Based Tourism (CBT) principles. These policies can be analyzed as follows:

1. Strengthening Development Direction through the 2015–2025 RIPPARDA.

RIPPARDA serves as the overarching framework guiding West Java tourism development based on local potential and environmental conservation. Implementation in Selasari Village and Alam Endah Village demonstrates that this policy promotes a balance between nature conservation, culture, and community economic development. This aligns with the CBT principle, which places the community as the primary manager.

2. Increasing Capacity and Facilities through Gubernatorial Regulation No. 46 of 2020.

This Gubernatorial Regulation focuses on strengthening tourism village institutions, particularly through the development of Tourism Awareness Groups (Pokdarwis), hospitality training, and digital promotion. Positive impacts are evident in Tugu Utara Village and Sukadana Village, which are beginning to have trained human resources, supporting facilities, and a broader

marketing network. However, the sustainability of implementation still depends on consistent government support.

3. Village Independence through the Champion Village Program

The Champion Village Program focuses on village independence through strengthening tourism infrastructure and Village-Owned Enterprises (BUMDes). Taraju Village and Cisande Village serve as examples of how investment in physical facilities, when combined with village economic institutions, can strengthen the competitiveness of tourist villages. The challenge is maintaining service quality and tourism product innovation.

4. Conservation and Sustainability through the West Java Ecotourism Strategy

This strategy encourages environmentally friendly tourism practices, such as waste management and zoning of conservation areas. Cangkuang Village and Sukasari Kaler Village have successfully integrated nature conservation into tourism packages, which not only attract tourists but also protect the ecosystem. This strengthens the sustainability dimension of CBT.

5. Strengthening the Local Economy through OVOC

The One Village One Company (OVOC) program encourages each village to have business units that support the economy, including the tourism sector. Selasari Village, Sukadana Village, and Alam Endah Village have successfully developed tourism and craft products managed by BUMDes. This program aligns with the CBT principle of placing direct economic benefits on the local community.

6. Digital Transformation through West Java's 6. Tourism Digitalization Policy

Tourism digitalization is a crucial strategy in the promotion and marketing of tourist villages. Through the Sapawarga application and the Jabar Digital Service, all tourist villages in this study can access a wider market. The main challenge is the digital literacy gap in some villages, necessitating further training.

DISCUSSION

1. Policy Synergy with the CBT Concept

Findings show that all policies implemented by the West Java Regional Government are directly linked to the CBT principles, namely community involvement as the primary actor, environmental conservation, and strengthening the local economy. For example, Regional Regulation No. 15 of 2015 (RIPPARDA) serves as a macro framework that directs each tourist village to develop its cultural and natural-based potential. This is evident in Selasari Village (Pangandaran) and Alam Endah Village (Bandung), which have successfully maintained local wisdom while enhancing nature-based tourist attractions.

2. Strengthening Institutions and Human Resources in Tourist Villages

- a. Gubernatorial Regulation No. 46 of 2020 and the Champion Village Program play a crucial role in building the capacity of institutions such as Tourism Awareness Groups (Pokdarwis) and Village-Owned Enterprises (BUMDes) in the tourism sector.
- b. Tugu Utara Village (Bogor) and Sukadana Village (Ciamis) benefited from hospitality training and digital promotion, thereby attracting tourists from outside the region.
- c. Taraju Village (Tasikmalaya) and Cisande Village (Sukabumi) have strengthened their Village-Owned Enterprises (BUMDes) that manage attractions and tour packages, thereby increasing village income.

3. Integration of Environmental Aspects in Tourism Development

- a. The West Java Ecotourism Strategy is a key policy to ensure that tourist villages adopt environmentally friendly principles.
- b. Cangkuang Village (Garut) and Sukasari Kaler Village (Majalengka) have implemented conservation area zoning, tourism waste management, and visitor restrictions in sensitive areas. This approach supports ecosystem sustainability and reduces the negative impacts of mass tourism.

4. Strengthening the Economy Through Village Business Units

- a. Through the One Village One Company (OVOC) Program, tourist villages are

encouraged to establish business units capable of supporting the local economy based on CBT.

- b. Selasari Village, Sukadana Village, and Alam Endah Village are developing culinary products, crafts, and thematic tour packages. This not only increases income but also creates new jobs for local residents.

5. Digitalization as a Promotion and Market Access Strategy

West Java's tourism digitalization policy, through the Sapawarga application and Jabar Digital Service, facilitates promotion, reservations, and mapping of tourism village potential. All villages in this study have utilized digital platforms, resulting in increased visibility in domestic and international tourism markets.

Conclusion

This research found that West Java Regional Government policies have played a significant role in encouraging the development of sustainable and environmentally friendly Community-Based Tourism (CBT)-based tourist villages. Several strategic policies, such as the 2015–2025 Regional Tourism Development Master Plan (RIPPARDA), West Java Gubernatorial Regulation Number 46 of 2020 concerning Tourism Village Development, the Champion Village Program, the West Java Ecotourism Strategy, One Village One Company (OVOC), and the West Java Tourism Digitalization Policy, generally share the same goals: strengthening local community empowerment, preserving the environment, and developing independent village economies.

The implementation of these policies has proven to have positive impacts, including strengthening the institutional and human resource capacity of tourist villages, preserving the environment through ecotourism concepts, developing village business units based on local potential, and utilizing digital technology for the promotion and sale of tour packages. The tourist villages studied, such as Selasari Village in Pangandaran, Tugu Utara Village in Bogor, and Cangkuang Village in Garut, have benefited from this policy, including infrastructure support, tourism group development (Pokdarwis), and village-owned enterprise (BUMDes) assistance.

— However, this study also identified several challenges, such as gaps in human resource

capacity between villages, limited supporting infrastructure, and the need for sustainable funding and technical assistance. This indicates that, despite the policy's targeted effectiveness, the successful development of CBT-based tourist villages in West Java still requires program continuity, cross-sector collaboration, and a more structured monitoring and evaluation mechanism. With these measures, it is hoped that tourist villages in West Java can continue to develop optimally, be highly competitive, and provide sustainable economic, social, and environmental benefits.

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