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Community- Based Tourism as A Solution To Reduce the Negative Impact of Mass Tourism

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Abstract

Community-based tourism (CBT) has become an alternative approach that aims to address the negative impacts of mass tourism on the environment, culture, and local economy. This concept places local communities as the main actors in the management of tourist destinations, which not only strengthens their role in decision-making but also provides direct economic benefits. As such, CBT has great potential to improve people's well-being while minimizing ecosystem damage and degradation of cultural values. This study uses the Systematic Literature Review (SLR) method to evaluate the success of CBT implementation in various global destinations and examine the challenges faced by local communities in maintaining the sustainability of this model. This article analyzes more than 50 related literature to explore how CBT can be effectively applied as a long-term solution. Based on the results of the study, it was found that the CBT approach is able to balance tourism growth with environmental conservation and cultural preservation. However, challenges such as limited community capacity, lack of government support, and the threat of commercialization must be addressed through inclusive and collaborative policies. This article concludes with strategic recommendations for the development of sustainable community-based tourism.

Keywords: Community-Based Tourism, Mass Tourism, Sustainability, Local Communities

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1. Introduction

Mass tourism has become a major driver of economic growth in various tourist destinations around the world. However, despite the economic benefits generated, mass tourism often carries a significant negative impact on the environment and local communities. Overexploitation of natural resources, increased waste, cultural degradation, and marginalization of local communities are some of the problems that often arise as a result of this phenomenon. The impact is increasingly felt in developing countries, where regulation and oversight are often weak. Mass tourism not only has an impact on the environment, but also has a negative impact on local communities (Al Mustaqim, D. 2023). Mass tourism has become a major driver of economic growth in many tourist destinations around the world. These activities create jobs, increase the income of the hospitality, transportation, and other service sectors. However, despite providing economic benefits, mass tourism also carries significant negative impacts. Overexploitation of natural resources, increased waste, cultural degradation, and marginalization of local communities are some of the main problems that often arise. The large number of tourists who come leads to an increase in demand for natural resources, which often leads to long-term environmental damage. In addition, the waste generated from mass tourism often pollutes the environment and damages natural attractions. Local culture is also vulnerable to degradation due to the influence of foreign cultures that are increasingly dominant. In developing countries, where regulation and supervision are often weak, the negative impact of mass tourism is more pronounced, threatening environmental sustainability



and the welfare of local communities. (Al Mustaqim, D. 2023). Therefore, although mass tourism can provide economic benefits, it is important to pay attention to the aspects of sustainability and balance between economic development and the preservation of the environment and local culture. Cultural degradation is one of the main problems, where local traditions and cultural values are often over-commercialized to satisfy the tastes of tourists. This has led to the loss of cultural authenticity and identity of the local community. In addition, local communities are often marginalized from their land due to the conversion of land for the construction of hotels, resorts, or other tourist facilities. In many cases, indigenous peoples have lost access to natural resources that have become an important part of their lives.

The phenomenon of mass tourism can also create economic inequality, where the huge profits of the tourism industry tend to be enjoyed by only a few people, such as large business owners or foreign investors, while local communities receive greater negative impacts. This condition is exacerbated by weak regulation and oversight in many developing countries, which leads to uncontrolled exploitation of local resources and communities. Therefore, a more sustainable tourism approach is needed to reduce these negative impacts, such as better waste management, cultural preservation, and empowerment of local communities in tourism-related decision-making in their regions. With the right approach, tourism can be a tool

The situation is exacerbated in developing countries, where regulation and oversight of the tourism industry are often weak or ineffective. The lack of policies that protect the rights of local communities and natural resources leads to uncontrolled exploitation. Land that once belonged to local communities is often taken over for the construction of hotels or resorts, while the results of such development are mostly enjoyed by outsiders. This creates a sharp social gap and erodes public trust in the benefits of tourism (Soeseno Bong, M. M. 2019). To address these issues, a sustainable tourism approach is essential. This strategy involves better waste management to reduce environmental impacts, preservation of local culture to maintain community identity, and empowerment of local communities in the decision-making process related to tourism development in their regions. In addition, a fairer distribution of profits can be achieved by supporting locally-owned small and medium-sized businesses, prioritizing the local community's workforce, and providing training so that they can take a greater role in the industry. With the right approach, tourism can not only be a driver of economic development but also create a balance between environmental, community, and industrial interests, resulting in more inclusive and sustainable benefits (Mulyono, R. D. A. P., et al. 2024).

Community-based tourism (CBT) has emerged as one of the potential solutions to address this problem. CBT is an approach that emphasizes the active participation of local communities in tourism management, which aims to improve community welfare and ensure the sustainability of tourist destinations. This approach is based on the principles of participation, empowerment, and social justice, making it a more ethical alternative to mass tourism (Oktavio, A., et al. 2022). Although CBT has been implemented in various places, its success is still mixed. Some destinations reported success in improving the well-being of local communities and environmental conservation, while others faced significant challenges, such as a lack of community capacity, conflicts of interest, and lack of support from other stakeholders. Therefore, a comprehensive analysis is needed to understand the factors that affect the success and challenges of CBT implementation.

In Indonesia, the concept of CBT is starting to receive attention as a response to various issues faced by the tourism sector. Indonesia, with its natural and cultural wealth, has great potential to develop CBT. Several destinations such as Nglanggeran Tourism Village in Yogyakarta and Pemuteran Village in Bali have become examples of successful CBT implementation. However, there are still many other regions that face major challenges in implementing this model. Several tourist destinations in Indonesia have shown success in adopting the CBT concept. One example is the Nglanggeran Tourism Village in Yogyakarta, which is famous for its community-based tourism management in the Ancient Volcano area. The local community plays an active role in managing homestays, tour guide services, and cultural activities, so that tourism income flows directly to the local community. Another example is Pemuteran Village in Bali, which is an ecotourism destination with a focus on coral reef conservation through the involvement of local communities. In Pemuteran, the community

is not only the main actor in conservation but also gets economic benefits from tourists who are interested in activities such as snorkeling and diving.

However, despite its great potential, the implementation of CBT in Indonesia still faces challenges. One of them is the limited capacity and knowledge of the local community in managing tourism professionally, ranging from destination management to marketing. In addition, the lack of infrastructure support such as adequate transportation access, technology, and tourist facilities is also an obstacle in many regions (Ika, A. 2020). Another challenge is the lack of understanding of the concept of sustainability, which often results in the overexploitation of natural resources without considering the long-term impact. To overcome these obstacles, synergy between the government, the private sector, and the local community is needed. The government can provide training and mentoring for local communities, while the private sector can help in infrastructure promotion and investment. In addition, public awareness of the importance of cultural and environmental preservation must continue to be increased. With the right approach, CBT can be an effective strategy to create inclusive and sustainable tourism, while improving the welfare of local communities in various regions of Indonesia (Zein, M. H. M. 2023).

In addition, in a global context, the implementation of CBT also provides valuable insights. For example, in Thailand, CBT has helped indigenous peoples maintain their traditions while earning additional income. This kind of case study can be an important lesson for other destinations, including Indonesia. To this end, the study aims to explore how CBT can be applied effectively to reduce the negative impacts of mass tourism, with a focus on the analysis of the relevant literature. In this study, the Systematic Literature Review (SLR) approach was used to collect and analyze data from various sources. This method allows researchers to evaluate existing empirical evidence and provide recommendations that are based on data. Thus, this article not only provides a better understanding of CBT but also presents practical guidance for the application of this model in various destinations.

2. Metode

This study uses the Systematic Literature Review (SLR) approach to identify, evaluate, and synthesize relevant literature on Community-based tourism (Wahyudin, Y., & Rahayu, D. N. 2020). SLR was chosen because this method allows researchers to deeply analyze the available empirical evidence and identify patterns, trends, as well as gaps in previous research. The first step in this SLR is to collect literature from various academic databases, such as Scopus, Web of Science, and Google Scholar. Selected literature includes case studies, theoretical articles, and policy reports focusing on CBT in various global destinations. After that, relevant literature is filtered using predetermined inclusion and exclusion criteria, such as publication year, topic relevance, and methodological validity. The data obtained from the literature were then analyzed using a thematic approach to identify the success factors and challenges in the implementation of CBT. The analysis also includes comparisons between successful destinations and those facing difficulties, to identify best practices and lessons learned.

The process of selecting and analyzing literature in Community-Based Tourism (PKM) studies involves a systematic approach to ensure the relevance and quality of the information obtained. The selected literature includes a variety of sources, including case studies, theoretical articles, and policy reports that provide in-depth insights into the implementation of CPM in various global destinations. This approach allows for a comprehensive understanding of the concepts, practices, and policies related to PKM. The first stage in this study is a literature screening using predetermined inclusion and exclusion criteria. The criteria include the year of publication, to ensure that the literature used is relevant to current conditions; relevance of the topic, so that the selected literature really discusses the PKM aspect; and the validity of the methodology, to ensure that the data used has a strong scientific basis. With this screening process, only literature that has high quality and relevance is involved in the analysis. The data obtained from the literature was then analyzed using a thematic approach. This approach aims to identify the main patterns, themes, and factors that affect the success or failure of the implementation of PKM. This analysis also includes a comparison between

tourist destinations that have successfully developed CBT and tourist destinations that face major challenges. Factors such as local community involvement, government support, access to infrastructure, and environmental sustainability often appear as major themes in the analyzed literature. Comparisons between successful and unsuccessful destinations allow for the identification of best practices as well as lessons learned to be applied in other contexts. Successful destinations tend to demonstrate high levels of community participation, strong cultural and environmental preservation strategies, and consistent policy support. Meanwhile, challenges often found in less successful destinations include a lack of capacity of local communities, a lack of infrastructure, and weak coordination between stakeholders. The results of this analysis can be the basis for the development of more effective policies and strategies in implementing CBT in various regions, including in Indonesia.

3. Result and Discussion

Literature analysis shows that CBT can provide various benefits to local communities and the environment if implemented properly. One of the main benefits is the improvement of the economic welfare of local communities through employment opportunities and additional income (Musaddad, A. A., et al. 2019). Several studies have also shown that CBT can encourage the preservation of local culture by making tradition a tourist attraction. For example, in Thailand, CBT helps the Karen indigenous people preserve their traditional weaving while increasing income from the sale of handicraft products. The results of the literature analysis show that Community-Based Tourism (PKM) has great potential to provide significant benefits to local communities and the environment if planned and managed properly. One of the main benefits of implementing PKM is the improvement of the economic welfare of the local community. Through PKM, local communities can create new jobs, either directly such as tour guides or accommodation providers, or indirectly such as the production of handicrafts, local specialties, and other supporting services. The additional income from these tourism activities can be used to improve people's living standards, finance education, or build village infrastructure (Praptika, I. P. G. E., & Yusuf, M. 2023).

In addition to economic benefits, CBT has also proven to be effective in encouraging the preservation of local culture. In many cases, local culture and traditions are a major attraction for tourists looking for an authentic experience. For example, in Thailand, a CBT program involving the Karen indigenous people helps preserve the endangered weaving tradition (Yacob, S., Qomariyah, N., 2021). By making woven products part of the tourist experience, this tradition not only remains sustainable, but also becomes an additional source of income through the sale of handicrafts to tourists. This practice also increases people's pride in their cultural heritage and encourages the younger generation to continue preserving it (Semuel, H., 2022). On the environmental side, the literature shows that CBT can contribute to the conservation of natural resources if communities are involved in ecosystem protection efforts. The literature shows that CBT can contribute to the conservation of natural resources in different ways. (Herdiana, D. 2019).

First, by involving local communities in tourism activities, they become more aware of the importance of protecting their environment. When people feel the economic benefits of environmental sustainability, they will be more motivated to engage in ecosystem protection. For example, in some CBT projects involving nature tourism, local communities are empowered to maintain forest areas, national parks, or other conservation areas, which in turn can reduce illegal activities such as illegal logging or wildlife poaching. Second, CBT can direct attention to sustainable natural resource management. Tourists who come to community-based destinations are often interested in learning about biodiversity, nature conservation, and conservation efforts.

This encourages communities to focus on the wise management of existing natural resources, including more efficient use of water, soil, and energy. Third, CBT helps create global awareness of the importance of conservation through educated tourists. Tourists who come are not only looking for a tourist experience, but also an opportunity to learn about the environment, local culture, and nature protection efforts. In many cases, CBT suggests eco-friendly activities, such as trekking, biking, or animal watching, that not only provide tourists with an experience but also reduce negative impacts on the ecosystem. Fourth, the economic benefits generated from tourism can be used to fund conservation programs. With the benefits obtained from tourism activities, local communities can reinvest the funds in efforts to preserve nature, such as forest maintenance, habitat restoration, or environmental education for future generations (Tarigan, E., et al. 2024).

Overall, when communities are actively involved in the management and protection of ecosystems through CBT, they become more responsible custodians of natural resources. This not only brings direct economic benefits to local communities but also supports sustainable conservation efforts to protect existing ecosystems and biodiversity. For example, through CBT, communities are often incentivized to maintain the beauty of the surrounding nature because the sustainability of tourism depends on the quality of the environment. Several studies have noted success in reducing illegal logging or other destructive practices in areas where CBT is implemented, as communities see the long-term economic value of their environmental sustainability. However, these benefits can only be achieved if CBT is designed with a participatory approach, where local communities are truly involved in the planning, decision-making, and management of tourism activities. Support from the government and other stakeholders is also a key factor in long-term success. With proper implementation, CBT can be an effective tool to encourage sustainable development that combines economic growth, cultural preservation, and environmental protection (Setiawati, L. 2021).⁹

However, the success of CBT is highly dependent on the level of local community participation. Various studies show that destinations with high participation rates, such as Nglanggeran Village, tend to be more successful than destinations with low participation rates. Another factor that plays a role is the support from the government and other stakeholders. The government has an important role to play in providing infrastructure, training, and regulations that support the development of CBT. On the other hand, the main challenge faced in the implementation of CBT is the lack of community capacity. Many local people do not have the necessary skills and knowledge to manage tourism. In addition, conflicts of interest between local stakeholders often hinder the development of CBT. For example, in some destinations in Indonesia, the misalignment between the interests of indigenous peoples and tourism developers has become a source of conflict. In addition, the threat of commercialization is also a serious concern. In some cases, CBT has become a tool for cultural commercialization, ultimately to the detriment of local communities. Therefore, it is important to ensure that the CBT model remains focused on the principles of sustainability and community empowerment. To address these challenges, a collaborative and inclusive approach is needed. Governments, non-governmental organizations, academia, and the private sector need to work together to support local communities. Training, mentoring, and access to funding are some of the forms of support that can be provided.

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4. Conclusion

Community-based tourism (CBT) has great potential to reduce the negative impact of mass tourism. By actively involving local communities in tourism management, CBT not only provides economic benefits but also encourages environmental and cultural preservation. However, the successful implementation of CBT requires support from various parties and the right strategy. Through a systematic approach, this study provides insight into the success factors and challenges faced in the implementation of CBT. By addressing these challenges, CBT can be a long-term solution to create a more sustainable and inclusive tourism.

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