



BRAYUT TOURISM VILLAGE DEVELOPMENT STRATEGY BASED ON COMMUNITY BASED TOURISM (CBT) IN EFFORTS TO EMPOWER THE PANDOWOHARJO VILLAGE COMMUNITY

Warmansyah Harefa¹, Aris Sunarya², Amirul Mustofah³

¹ Faculty of Public Administration, Dr. Soetomo University Surabaya, Indonesia

² Faculty of Public Administration, Dr. Soetomo University Surabaya, Indonesia

³ Faculty of Public Administration, Dr. Soetomo University Surabaya, Indonesia

Email : whimaradmojo3@gmail.com

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Abstract :

The development of tourist villages is one of the strategies in accelerating the local economy and improving the welfare of rural communities. This study aims to analyze the development strategy of Brayut Tourism Village based on Community-Based Tourism for community empowerment. This study refers to the concept of community empowerment, namely Community Based Tourism (CBT) proposed by Yodchai Suansri (2003) with indicators of community participation, economic benefits, cultural preservation, environmental sustainability, and involvement in decision-making. Using a qualitative method through the Systematic Literature Review (SLR) approach, this study examined the scientific literature and related documents. Data analysis is carried out through reduction, classification, and interpretation. The results show that the implementation of the Brayut Tourism Village has internalized the principles of Community Based Tourism (CBT) with active participation in the management of homestays, tourism services, and cultural activities. In addition to the positive economic impact, these activities also preserve local values. The tourism village development strategy must prioritize increasing the capacity of human resources and strengthening management institutions. This step is critical to ensuring a structured and sustainable community-based tourism system.

Keywords : Tourism Villages, Community Empowerment, Community Based Tourism (CBT)

INTRODUCTION

The development of locally-based tourism has strengthened its position as an important strategy to strengthen the economic development of the community, especially at the village level (Ardhiatma, 2025). The perception of the sector has shifted from a mere recreational activity to a comprehensive development mechanism, with key functions including job creation, income enhancement, and cultural identity revitalization. In the framework of sustainable development, economic growth alone is no longer enough, but active participation of the community is also needed as the main actor in the management process (Handini et al., 2025). The level of involvement of local communities is a determining factor in ensuring the sustainability of tourism development in an area (Eraku et al., 2023).

The concept of Community Based Tourism (CBT) offers a framework that



places local communities as the central entity in the tourism cycle (Arsyad, 2025). The community is not positioned as a passive object, but as a subject of planning, management, and utilization of tourism assets. Control over the development of tourism potential through the Community Based Tourism (CBT) mechanism is in the hands of local communities (Manteiro, 2023). The development of community-based tourism provides more equitable and direct economic benefits, as well as maintaining the integrity of social and cultural aspects for long-term sustainability (Mokodongan et al., 2025). The role of the community shifts from mere passive objects to active participants involved in planning, managing, and strategic decision-making in tourism development (Fatima & Hardjati, 2025).

The application of community-based tourism is often manifested in the tourism village development model (Hulfa et al., 2025). Tourism villages are a model for tourism development by optimizing local assets, including cultural heritage, traditions, and the dynamics of daily life, as tourism commodities. The role of the village community is holistic, including the provision of services, the operation of homestays, and cultural activities (Kusnawati et al., 2025). The success of tourism development is highly correlated with the managerial capacity and level of active participation of residents in managing their resources. Development is not only oriented to the quantity of tourist visits, but rather to the creation of real economic opportunities for residents through the use of available local assets (Salihin, 2025).

Tourism villages play a strategic role in accelerating the economic growth of rural communities (Irianto et al., 2024). The development of tourism villages lies in the harmonious integration between natural potential, local culture, and social dynamics of the community (Ashari & Satria, 2025). Brayut Tourism Village, located in Pandowoharjo Village, Sleman Regency, has established itself as a cultural destination and offers rural life experiences to tourists with education (Putri et al., 2023). The destination offers an immersive experience for visitors through a series of activities involving community participation, which include traditional agricultural practices, and regional arts. The development of tourist villages is not only to attract tourists but there is a goal to strengthen the economic welfare of the community through the integration of the tourism sector into local activities (Wesnawa, 2022).

The development of community-based tourism is highly correlated with the concept of empowerment (Somad & Rahmanita, 2025). Participation in tourism village management can increase the capacity of collective economic management (M. Syahputra et al., 2025). The development of tourism villages faces several structural constraints, including limited human resource capacity, suboptimal institutional governance, and the urgency of strategies that strengthen the role of the community (Lase et al., 2025). This condition shows that the success of development does not only depend on the available natural or cultural potential, but is also highly determined by the level of community empowerment in the management and operation of tourism activities (M. Y. I.

Syahputra & Taqiyah, 2025).

Previous literature shows that the development of tourism villages based on Community Based Tourism (CBT) plays an important role in encouraging community empowerment and creating sustainable tourism development (Permatasari, 2022). Research by (Syafiqah et al., 2022) confirms that the concept of Community Based Tourism (CBT) places the community as the main actor in tourism management, so that socio-economic benefits can be felt by the community. Research on Brayut tourism villages also shows that community involvement in various activities is very active (Astuti & Suyatno, 2025). The dimension of rural tourism development has also been extensively researched, ranging from exploration potential, participation levels, to economic impacts on local communities (Aulia et al., 2024).

In line with the identification of these problems, this study focuses on the analysis of the development strategy of Brayut Tourism Village, which adopts a Community Based Tourism (CBT) approach to encourage community empowerment in Pandowoharjo Village, Sleman. The findings of this study are expected to contribute to understanding the dynamics of community-based tourism as an instrument for village empowerment, as well as serve as a reference in formulating a sustainable village tourism development model.

RESEARCH METHOD

This study uses a qualitative methodology with a Systematic Literature Review (SLR) design to investigate in depth the development of Brayut Tourism Village through the perspective of Community Based Tourism (CBT) as an instrument of community empowerment. This study adopts the Systematic Literature Review (SLR) method, which involves the identification, selection, and structured analysis of the scientific literature relevant to the topic (Azzahra & Printo, 2025). This method facilitates the consolidation of previous research findings, resulting in a holistic understanding of community-based tourism development strategies (Rani et al., 2026). Research materials are obtained from scientific literature related to the topic. The scope includes journal articles, articles, research reports, academic books, and special documents about Brayut Tourism Village. The selected publications are scientific papers that review the concept of tourism village development, community empowerment, and the application of Community Based Tourism (CBT) in the management of community-based destinations (Suheri & Rahman, 2023).

Data collection in this study was carried out using the documentation study method, which includes searching, identifying, and in-depth study of various literature relevant to the focus of the research. The data analysis in this study was carried out through a series of systematic stages (Utomo et al., 2024). The initial stage is data reduction, selection process and filtering of relevant information. The second stage is the classification of research findings, which involves grouping research findings based on themes related to tourism village development and community empowerment. The third stage is an analysis based on Community-Based Tourism indicators, which include community

participation, economic benefits for local communities, cultural preservation, environmental management, and community capacity building. The fourth stage is the formulation of a tourism village development strategy, by interpreting various literature findings to formulate a strategy for the development of the Brayut Tourism Village that focuses on community empowerment and tourism sustainability.

FINDINGS AND DISCUSSION

Brayut Tourism Village

Brayut Tourism Village is one of the significant rural tourist destinations in Sleman Regency. This concept integrates the cultural, agricultural, and social dynamics of the local community. The development orientation focuses on optimizing local assets to improve people's living standards through community-based tourism mechanisms (Aisyah & Maemunah, 2026). The development of Brayut Tourism Village began with the initiative of the local community to turn cultural and agricultural potential into a tourism commodity. The marketing strategy is expanded through collaboration with travel agents and the use of digital platforms. This effort has proven effective in attracting domestic and international tourists, which ultimately leads the village to achieve independence as a tourist destination.

The main attraction of this destination lies in its natural and cultural richness which attracts many visitors (Rahmawati et al., 2024). Its tourist offerings include traditional agricultural practices, dance and gamelan performances, batik craft production, and other cultural activities representing agrarian life. Various activities are designed to provide educational value. Tourists can participate directly in the batik-making process, participate in agricultural activities, appreciate traditional arts, and interact socially with locals (Laksono et al., 2023). The synergy between tourism activities and social life makes Brayut a destination that offers an integrated cultural and social experience.

Table 1: Analysis of Community Based Tourism (CBT) Indicators

No.	Indicator CBT	Condition of Brayut Tourism Village	Analysis
1	Community participation	The community is involved in various tourism activities such as homestay management, providing traditional culinary, and becoming tour guides	The level of community participation shows that the development of tourism villages is carried out in a participatory manner
2	Economic benefits to society	The development of tourism villages opens up business opportunities such as homestay services, handicrafts, culinary, and educational tour packages	Tourism contributes to increasing the income of rural communities
3	Preservation of local culture	Brayut Tourism Village displays various cultural activities such as traditional arts, agricultural activities, and rural life as tourist	Tourism development also supports the preservation of local culture and community traditions

		attractions	
4	Environmental management	The community maintains the cleanliness and preservation of the village environment to support tourism sustainability	Community awareness of the environment is an important factor in the sustainability of tourism villages
5	Community involvement in decision-making	The management of tourism villages is carried out through community organizations such as tourism awareness groups that involve the community in planning tourism activities	Community involvement in decision-making strengthens the principle of community-based tourism

Based on Table1, community participation is an important element in determining the success of tourism village development. The active involvement of the community in various activities, from the management of homestays and cultural attractions to the provision of tourism services, shows their role as the main actors in destination management. This is in line with the principles of Community-Based Tourism, which prioritizes local communities as the main stakeholders in the development of community-based tourism. Tourism activities in Brayut Tourism Village also have positive implications for improving the economic welfare of the population.

The emergence of business opportunities in the tourism sector confirms that tourism villages can function as a means to increase the economic independence of rural communities. The economic benefits are not only enjoyed by tourism village managers but are also widely distributed to the community. The development of Brayut Tourism Village also makes a significant contribution to local cultural preservation efforts. Various traditional arts and activities displayed as tourist attractions not only serve as attractions for visitors but also play a role in preserving the cultural values of the village community. The implementation of tourism activities does not only focus on economic aspects but also includes efforts to preserve local culture.

The development of Brayut Tourism Village can be strengthened through several strategies based on the principles of Community-Based Tourism. Various efforts that include increasing community capacity through tourism management training and strengthening the institutional capacity of village tourism managers are needed to manage tourism activities in a more professional and sustainable manner. The development of digital-based tourism promotion is also a priority to expand the marketing reach of tourist destinations. Collaboration between the community, government, and the private sector also needs to be strengthened to support the sustainable development of tourist villages.

Analysis Community Based Tourism (CBT) Community Participation

The implementation of the development of the Brayut Tourism Village shows a substantial level of local community participation in the tourism sector. Residents are directly involved in the management of homestays, the provision

of tour guide services, and the implementation of activities. Community participation is manifested in the tourism agenda, including dance performances, gamelan music, and traditional handicraft production. This involvement emphasizes that the management of tourism villages is not only limited to the main management but community elements have an important role as active participants in the tourism ecosystem.

Economic Benefits for the Community

The development of Brayut Tourism Village has significant economic implications for the people of Pandowoharjo Village. The tourism sector opens up new entrepreneurial opportunities, including homestay businesses, traditional culinary offerings, handicraft sales, and tour guide services. Tourism activities also contribute to increasing village income. The arrival of tourists to Brayut Tourism Village encourages local economic growth, which ultimately provides direct economic benefits to the residents.

Preservation of Local Culture

Brayut Tourism Village plays an important role in preserving the culture that shapes the identity of the local community. Dance performances and gamelan music, as well as traditional craft productions, are integrated into the tour package. This preservation effort is expected to function as a means for the community to maintain the values of local wisdom that have been inherited from generation to generation in addition to being able to attract tourists. Local culture through tourism can be preserved and introduced to a wider audience.

Environmental Management

The people of Brayut Tourism Village show their commitment to preserving the village environment. The managers strive to maintain the authenticity of the environment and culture as the main attraction assets. One of the concrete forms of this environmental management effort is to maintain environmental integrity and reject land sales practices that can damage the original character of the village. This policy reflects a collective awareness to ensure environmental sustainability and preserve the authenticity of the tourist village area.

Community Decision-Making

The management mechanism of the Brayut Tourism Village prioritizes community participation in the decision-making process. The role of the community extends beyond operational implementation to include the planning and development of tourism activities in this village. The managers of the Brayut Tourism Village collaborate with various stakeholders, including local governments, travel agents, and other tourism businesses with the aim of strengthening the development of the tourism village while improving the quality of services for visitors.

CONCLUSION

The development of Brayut Tourism Village shows the application of the principles of Community Based Tourism (CBT) through the active participation of the community in various tourism activities. This involvement is manifested

in the provision of educational tourism services, and the implementation of cultural-themed activities. This dynamic emphasizes the shift in the role of the community from just a development object to the main subject that controls the management and optimization of village tourism potential. The development of tourism in Brayut Tourism Village has made a significant contribution to improving the economic welfare of the community through various business opportunities.

Tourism villages also serve as instruments to preserve local culture by transforming the traditions, arts, and dynamics of rural life into valuable tourism assets. The development strategy of tourism villages based on Community Based Tourism (CBT) must be directed at increasing community capacity through training in tourism management, services, and local product development. Strengthening the capacity of institutional managers, such as Tourism Awareness Groups and other community organizations, is also an important factor to ensure the sustainability of more structured and sustainable community-based tourism management.

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