

## PRAI IJING: DISSECTING THE MAGIC OF COMMUNITY-BASED TOURISM IN THE HEART OF WEST SUMBA

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### Abstract:

The purpose of this study was to identify the analysis of the effectiveness of the application of the community-based Tourism concept in Prai Ijing Traditional Village, West Sumba Regency. The method used was field studies and direct interviews with various respondents or related parties, such as local communities, tourism destination managers and tourists. The data collected were analyzed using qualitative and interpretive approaches. The results of the study showed that the application of the CBT concept has provided many benefits, such as increasing local community income, increasing local community awareness of the importance of maintaining the environment, culture and local wisdom, increasing the quality of tourist experience, and increasing the promotion and image of tourist destinations. However, the application of the CBT concept also has challenges, such as the lack of understanding and skills of local communities in terms of tourism management and promotion. This can be done by providing training and assistance to local communities so that they can better understand and work together in managing tourism well between local communities, tourism destination managers, and local governments in an effort to develop and promote sustainable tourist destinations.

**Keywords:** Community-Based Tourism, Tourism Village, Tourism.

## INTRODUCTION

After the enactment of Law Number 23 of 2024 concerning Regional Government, tourism management that was previously centralized at the center was taken over by local governments. Local governments have quite heavy duties and responsibilities to develop tourism. Thus, the tendency for regional tourism development to run alone, not knowing what to do, ineffective tourism planning at various levels, and the lack of socialization of the tourism development mission to various sectors, agencies and other related institutions. Based on the aforementioned problems, in 2004, the tourism development program prioritized increasing the added value of resources in an integrated manner between the development of tourism products and the development of tourism promotion and marketing through the approach of empowering local communities in the context of developing Community Based Tourism (CBT), expanding and developing tourism markets and maintaining, optimizing and increasing the role of tourism based on the concept of sustainable living.

Community-based tourism (CBT) is an approach to tourism that places local communities as the main actors in the planning, management, and benefits of the tourism sector. In this model, tourism does not only focus on economic benefits, but also seeks to preserve the environment and local culture. The goal is to empower communities, provide equitable economic opportunities, and ensure that local communities feel the impact of tourism.



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The definition of Community Based Tourism (CBT) is tourism that recognizes cultural, social, and environmental sustainability. This form of tourism is managed and owned by the community for the community in order to help tourists raise their awareness and learn about the community and the local way of life. As such, CBT is a tourism development model that assumes that tourism should depart from an awareness of the values of community needs in an effort to build tourism that is more beneficial to the needs, initiatives and opportunities of local communities (Allo, Situru, & Dewi, 2018). CBT is not a tourism business that aims to maximize profits for investors but is more related to the impact of tourism on the community and the environment. CBT was born from a community development strategy using tourism as a tool to strengthen the organizational capacity of local communities.

According to Garrod (2003), there are two approaches to the application of planning principles in the context of tourism. The first approach, which tends to be associated with the formal planning system, emphasizes the potential benefits of ecotourism. The second approach, which is associated with the term participatory planning, is more concerned with provisions and arrangements that are more balanced between development and control planning. This approach emphasizes sensitivity to the natural environment in the impact of ecotourism development. CBT is an approach to tourism development that emphasizes local communities, whether directly involved in the tourism industry or not, in the form of providing opportunities in tourism management and development that lead to vital empowerment through a more democratic life, including in sharing the benefits of tourism activities that are more equitable for local communities. The idea is a form of critical attention to tourism development that often ignores the rights of local communities in tourist destinations. Suansri (2003) defines Community Based Tourism (CBT) as tourism that takes into account environmental, social and cultural sustainability aspects. CBT is a tool for community development and environmental conservation. Alternatively, CBT is a tool to realize sustainable tourism development.

According to UNEP and WTO (2005), the concept of Community Based Tourism (CBT) has several basic principles that are used as community development tools for local communities (cited by Khairunnisa, 2019), namely:

1. Recognize, support and promote community-owned tourism;
2. Involve community members from the beginning in every aspect;
3. Promote community pride;
4. Improve quality of life;
5. Ensure environmental sustainability;
6. Preserve unique local character and culture;
7. Help develop cross-cultural learning;
8. Respect cultural differences and human dignity;
9. Distribute benefits fairly among community members;
10. Contributing a specified percentage to the community's project income.

There have been many articles, books, journals, research, and surveys on community involvement in tourism or CBT. The initiation of CBT as a process to start or introduce something new with a specific purpose has long been done and has become a method for sustainable tourism development. CBT is also believed to have the potential to develop skills and institutions and empower local communities. Participation is the key to CBT development. The challenges of



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community involvement and participation are limited human resource capacity, access to information and knowledge, skills and capital.

Furthermore, Peter E. Murphy (cited by Sadler, 2015) was the first to popularize the concept of community-based tourism development. He argues that tourism products can be consumed locally; tourism products and consumers must be real for residents who are often very aware of the impact of tourism.

For this reason, tourism must always involve local communities, as part of the tourism product, then the industry must also involve local communities in the decision-making process. This is because it is local people who are most affected by tourist development and they need to have greater input into how communities are packaged and sold as tourism products (Murphy, 1985: 16).

The community approach model is the standard for the process of tourism development in peripheral areas, where involving the community is a very important factor for the success of tourism products. Geoffrey Gunn provides seven model guidelines for community-based tourism development, including the following:

1. Identify development priorities carried out by residents (residents);
2. Promote and encourage residents;
3. Involvement of residents in industry;
4. Local capital investment or entrepreneurship is needed;
5. Participation of residents in a wide range of events and activities;
6. Tourism products to reflect local identity;
7. Addressing problems that arise before further development (Gunn, 1990).

In order for the implementation of Community-Based Tourism (CBT) to run well and successfully, several important elements must be considered. According to Jamal & Getz (1995), these elements include natural and cultural resources that become the main attraction and local wealth, community organizations that play a role in managing and coordinating community-based tourism activities, professional management to ensure the sustainability and success of the program, and the element of learning, which is key in increasing the capacity of the community to be able to manage their potential independently and sustainably.

The learning here aims to assist the learning process between hosts and guests, educate and build understanding between diverse ways of life and cultures, and raise awareness of cultural and resource conservation among tourists and the wider community.

Prai Ijing Traditional Village is located in Prai Ijing Hamlet, Tebara Village, Waikabubak City District, West Sumba Regency, East Nusa Tenggara Province. Prai Ijing Traditional Village is one of the leading and potential tourist destinations in West Sumba Regency, with a stretch of megalithic gravestones and traditional traditional houses in it. Moreover, has a unique culture and strategic location and is visited by many tourists. The Tebara Village Government has established this traditional village as a tourist attraction through Tebara Village Regulation Number 2 of 2018 concerning the List of Authorities Based on the Right of Origin and Village-scale Local Authorities and is professionally managed by the Village-Owned Enterprise (Bumdes) "Iyya Tekki" Tebara Village.

The existence of this traditional village can be used as a leading and potential tourist destination in West Sumba Regency because seeing the history and customs that are still lived by the community gives this traditional village its charm. There are also other leading tourist attractions



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in Prai Ijing Traditional Village, namely Traditional Houses, making various weaving crafts and handicraft souvenirs. Prai Ijing Traditional Village is one the things as alternative phenomenon solution to answer the trend of today's tourism world, which has changed from conventional tourism to special interest tourism such as cultural destinations.

With tourism development efforts, which are strategies undertaken to increase, improve, and advance tourist attractions so that the number of tourists has increased so that the community and government can feel the positive impact, the result is very clear to affect or encourage changes in social structure supported by local cultural values and norms. West Sumba Regency, as one of the areas with various beautiful natural potentials, has also developed various tourism potentials. Tourism potential that was previously undeveloped is now starting to be built as one of the new economic wheels. One of the tourist locations that is currently developing and is favored by tourists is the Prai Ijing Traditional Village. Prai Ijing is a traditional village located in West Sumba Regency and has been developed since 2014. Prai Ijing Traditional Village itself is located in Prai Ijing Hamlet, Tebara Village, Waikabubak City District, West Sumba Regency. The distance between Prai Ijing Traditional Village itself from the center of Waikabubak City is about 3 Km or about 5 minutes by car.

However, in addition to the potential and advantages of the Prai Ijing Traditional Village, on the other hand, various problems arise for the development of good tourism in the Prai Ijing Traditional Village, including the readiness of various parties related to managing the existence of cultural tourism villages, packaging the potential attractiveness of cultural tourism villages, problems with facilities and accessibility, problems with human resources (HR), and problems with the lack of tourism promotion of the Prai Ijing Traditional Village.

Specifically, in relation to this research are problems in terms of Community Based Tourism (CBT) development in Prai Ijing Traditional Village, West Sumba Regency, namely lack of adequate infrastructure and facilities, lack of community involvement, lack of management capacity, conflicts between related parties, and lack of effective promotion and marketing. The solutions are to increase investment in infrastructure and facilities, actively involve the community in tourism development and management, provide training and education on tourism management to the local community, conduct dialog and mediation to resolve conflicts of interest, and develop effective promotion and marketing strategies to increase the visibility of Prai Ijing Traditional Village.

Previous research conducted by Fatrisia Yulianie and Fransiska Flla Hidayana (2020) stated that the implementation of community participation has not been fully seen in the development of tourist attractions. Tourist attractions can be developed by utilizing the potential of available natural resources, including the Prai Ijing Traditional Village area, which is a superior resource in West Sumba Regency. The development of the Prai Ijing Traditional Village area is also a challenge in itself because its diversity is easy to decline and is unstable even though it holds various economic potentials. So that the emergence of the Prai Ijing Traditional Village originated from concerns and concerns about modern development exploitation activities that always occur in and around the area, both by the government and the community. Tourism with the concept of ecotourism was chosen as a solution to all existing problems, with the hope of paying attention to local wisdom, sustainability, conservation, economic improvement and community livelihoods, and still involving active community participation, such as the Tourism Awareness Group (Pokdarwis) of Prai Ijing



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Traditional Village which was established or formed in 2020. The purpose of this research is to analyze the effectiveness of the application of the Community Based Tourism (CBT) concept in Prai Ijing Traditional Village, Tebara Village, Waikabubak City District, West Sumba Regency.

## METHODS

The research method is a careful and systematic way of working to find the truth using certain methods and in accordance with applicable rules. In this writing, a descriptive research type is used, which is a way or method to make sense systematically, factually and accurately about the facts and characteristics of the population or research area. Descriptive research does not intend to identify the relationship between variables; therefore, in contrast to analytical research, descriptive research does not require hypotheses (Effendi, 1991).

To solve research problems, the research method used is a qualitative method, which has the characteristic of recognizing the truth based on sensory capture (as it is), requiring reason and logic in explaining and arguing (Silalahi, 1999). This means that the data or information obtained in the research will be presented and analyzed through descriptions or narratives.

The determination of the qualitative approach method is based on several considerations, namely the ease of adapting to empirical circumstances, the relationship between researchers and respondents can be created directly, quite sensitive or sensitive to the influence of the situation at hand (Suhaimi, Putri, Harahap, & Furqan, 2024). Thus, what is relied on in this research is the objectivity of the researcher about the case under study.

This qualitative descriptive method is used to observe objects where the researcher is used as a key instrument. This method aims to examine in detail an individual, group, or phenomenon. In addition, in this research, the types of data used are primary data through interviews with sources and secondary data obtained indirectly (Fadli, 2021) through articles and journals as a reference related to the effectiveness of the implementation of Community Based Tourism (CBT) and information about Prai Ijing Traditional Village. In addition, in collecting the required information data related to the implementation of CBT in Prai Ijing Traditional Village, researchers also conducted interviews with several figures involved in the development of Prai Ijing Traditional Village, including:

1. Head of the Tourism and Creative Economy Office of West Sumba Regency;
2. Loli sub-district head;
3. Head of Tebara Village;
4. Community Leaders and Traditional Leaders (Para Rato) of Prai Ijing Traditional Village;
5. Head of Youth Organization of Tebara Village;
6. Youth activists of Tebara Village;
7. Tebara Village Ikat Weaving Craftsmen Group
8. Tourism Awareness Group (Pokdarwis) of Tebara Village;
9. Community members of Prai Ijing Traditional Village.

In the interview stage and identifying the implementation of Community Based Tourism (CBT) in Prai Ijing Traditional Village, researchers refer to the stages listed in the Community Based Tourism Development Guidelines so that it is identified how the steps listed in the guidebook are implemented in the implementation of CBT in Prai Ijing Traditional Village. The implementation of tourism development with the CBT approach needs to be carried out through several stages, which are divided into 2 (two) parts, including the following:



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**Development Phase of Community-Based Tourism (CBT).** In the development phase, the steps taken are:

1. Identifying locations that have good potential to be developed as tourist destinations;
2. Assessment of community needs and readiness for tourism. Relevant questions to determine the community's readiness for community-led tourism are as follows:
  - a. What is the current livelihood of the community?
  - b. What is the socio-economic condition of the surrounding community?
  - c. What is the long-term prospect of the current source of livelihood?
  - d. Do people feel prosperous with their socio-economic situation?
  - e. Do they want a change in their social and economic living conditions?
3. Educating and preparing the community for tourism;
4. Identification of an influential figure or a strong and respected leader to serve as a local community leader;
5. Preparing and establishing a community organization by the leader or local champion.

**Stages of Maintaining the Sustainability of Community-Based Tourism.** Several steps can be taken to maintain the sustainability of community-based tourism, namely:

1. Building Partnerships. The development of tourist destinations will make the organization managed by the community into a complex business company. Therefore, in this stage to increase competitiveness among other destinations, it is necessary to develop partnerships with key stakeholders both at the government and private levels.
2. Taking an Integrated Approach. The volatile nature of the tourism business should not be taken as an excuse for the immature economic conditions of rural communities. Tourism can be a driver of development and this can prove effective if tourism is well integrated into the overall development strategy.
3. Planning and Designing Tourism Products. In this stage, the components that must be considered are:
  - a. Product Development;
  - b. Destination Management pays attention to 6 (six) components, namely: 1). Authenticity, 2). Education; 3). Entertainment; 4). Comfort; 5). Giving an impression Interpretation and communication in conveying the meaning owned by the destination; 6). Quality of destination services.
4. Identifying Market Demand and Building a Marketing Strategy. The principles that need to be considered are:
  - a. Matching tourism products with market segments;
  - b. Understand distribution networks that specialize in tourism and local NGOs as the basic handling of tourism products;
  - c. Using electronic media in the form of websites and social media accounts as promotional tools to reduce the use of brochures, pamphlets, and other printed media;
  - d. Creating a collection of partnership organizations in the operation of tourism products;
  - e. Utilizing local travel agents.
5. Implementation and Monitoring of Community-Based Tourism Sustainability

The implementation of tourism development is an activity that can empower local communities. The efforts of local communities as organizations that develop tourism in their areas are entitled to collect funds, which are then used to appoint third parties to develop tourist



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destinations in their areas. This is to ensure that the development process is carried out by meeting predetermined standards. In addition to this method, in implementing tourist destination development, the community can become an independent development actor. Although the time in development will be longer, the community will have new skills when involved in this stage. In addition, the community also acts as a monitor of the sustainability of tourism activities to ensure there are no violations.

## RESULT AND DISCUSSION

The expected results of this research that discusses the role of the community in tourism development and management will be divided into 2 (two) stages and 10 steps in accordance with the Guidelines for Community-Based Tourism Development (Suhaimi et al., 2024), as follows:

**How to Develop Community-Based Tourism; Identify Locations That Have Good Potential to Be Developed as Tourism Destinations.** Tebara Village is one of the villages in Kota Waikabubak Sub-district, West Sumba Regency, East Nusa Tenggara Province. Several villages border Tebara Village in 3 (three) sub-districts, namely Waikabubak City Sub-district, Loli Sub-district and Wanukaka Sub-district, such as Sobarade Village and Puumawo Village in the north, Lapale Village and Kodaka Village in the west, Wanukaka Sub-district in the south, and Kalimbu Kuni Village in the east. Tebara Village has an area of 670 hectares with a population of 2,683 people, a distribution of 1,332 men and 1,351 women, and 590 family heads. Of the 6 (six) hamlets in Tebara Village, the one with the highest number of family heads and population is Prai Ijing Hamlet with 144 family heads and 636 people, while the hamlet with the lowest number of family heads and population is Labariri Hamlet with only 44 family heads and 240 people (Kecamatan Kota Waikabubak Dalam Angka Tahun 2024; Badan Pusat Statistik Kabupaten Sumba Barat, Tahun 2024).

In detail, it can be concluded that the distribution map of the population in Tebara Village, Waikabubak City District, West Sumba Regency, East Nusa Tenggara Province can be seen in Table 1 below:

**Table 1.** Distribution of Population in Tebara Village

Village	Number of households	Number of residents
Sagarung	101	431
Lokoroda	113	491
Prai Ijing	144	636
Weekaraba	124	602
Wuluwawi	64	283
Labariri	44	240

Source: Primary Data Processing, 2025

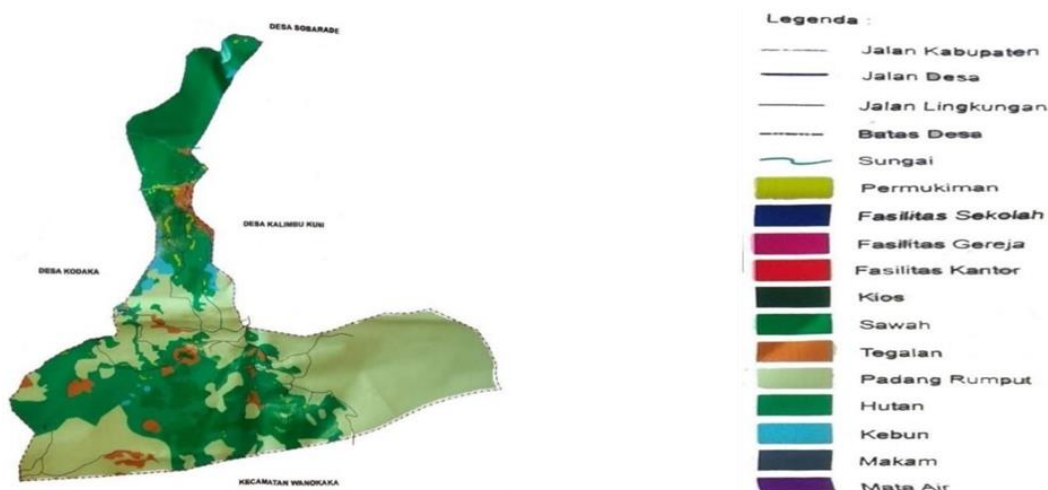
The Tebara Village government area has 6 (six) hamlets, namely Sagarung, Lokoroda, Prai Ijing, Weekaraba, Wuluwawi and Labariri Hamlets. Topographically, Tebara Village has an altitude of 0-70 mpdl with a broad lowland category in the west and limestone hills and Prai Ijing Traditional Village on the east side. In addition, several areas are also designated as rain-fed rice fields and plantation land.

The people of Tebara Village also have various types of livelihoods to support the economic needs of their lives, ranging from professions such as rice field farmers and planters business entrepreneurs such as small traders, home industries, weavers, breeders and so on. A small number

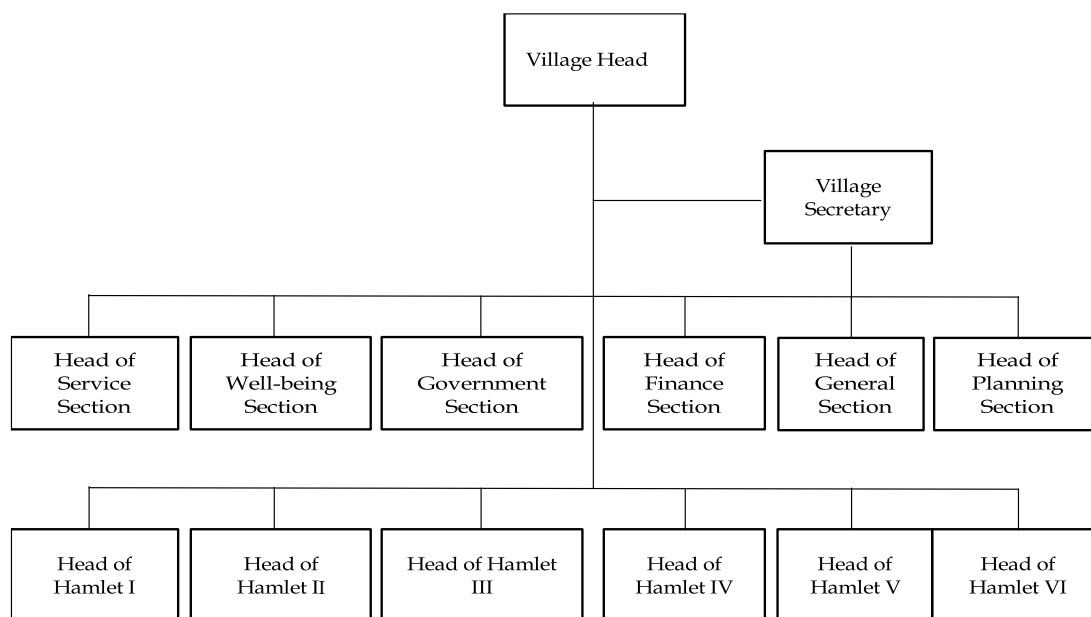


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of them also work as civil servants/ASN, PPPK and Regional Contract Workers. However, the dominant livelihood of most community members is in the agricultural sector (rice fields and plantations).



**Figure 1.** Administrative Map of Tebara Village



Source: Primary Data Processing, 2025

**Figure 2.** Organizational Structure of Tebara Village Government

Based on the Tebara Village Organizational Structure Chart mentioned above, the village government, in this case, the Village Head, is assisted by village officials, namely the Village Secretary, Territorial Executives (Head of Hamlet) and Technical Executives (Head of Section). According to Home Affairs Regulation No. 84/2015 on the Organizational Structure and Work Procedures of the Village Government, the Village Head serves as the head of the village



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government and leads the administration of the village government. The Village Secretary serves as the leading element of the village secretariat and assists the Village Head in the Field of Government Administration. The Tebara Village Secretariat consists of 3 (three) affairs, namely Financial Affairs, General Affairs and Planning Affairs, each of which is led by the Head of Affairs. The technical executor al, also known as the Section Head (Kasi), is an auxiliary element of the Village Head as the executor of operational tasks. The technical executives in Tebara Village consist of 3 (three) Sections, namely the Service Section, the Welfare Section and the Government Section, each of which is led by a Section Head. Meanwhile, the Territorial Executive or Hamlet Head is an auxiliary element of the Village Head as a territorial task force.

Prai Ijing Traditional Village is located in the high-altitude area of the Sumba hills. Based on the website [jadesta.kemenparekraf.go.id](http://jadesta.kemenparekraf.go.id), Prai Ijing Traditional Village in Tebara Village is one of the best and most beautiful villages in Indonesia, with an area of  $\pm 14.60$  ha. In terms of spatial function according to the Regional Spatial Plan (RTRW) of West Sumba Regency in 2012-2032 (Government of West Sumba Regency, 2012), Tebara Village in Waikabubak City Sub-district is included in an urban area that functions or has the potential to become a center for industrial and service activities on a national scale or serving several districts and provinces. The urban system in Waikabubak City Sub-district, especially Tebara Village, is also supported by accessibility factors, namely:

- a. Traversed by primary arterial roads with national road status. Primary arterial roads function as distribution routes for goods and services between national activity centers or between national activity centers and regional activity centers;
- b. Tebara Village is 41.6 km from Lede Kalumbang Airport; 42 km from Waikelo Pantai Seaport.

So that the location of Tebara Village is in a strategic location that can be reached easily and has a strong economic function; in addition, Tebara Village is also institutionally strengthened by community organizations in the form of Youth Organization, Tourism Awareness Group (Pokdarwis) and Family Welfare Empowerment. Other resources owned by Tebara Village, such as rock forest vegetation, prehistoric caves, endemic flora and fauna, are tourism resources that can be developed into tourist attractions.

Prai Ijing Traditional Village is a traditional village located in Prai Ijing Hamlet, Tebara Village, Waikabubak City District, West Sumba Regency, East Nusa Tenggara Province. The village is located about 3 km from the center of Waikabubak City or about 5 minutes by car. This village is known as a tourist village that has 38 traditional Sumba houses. Previously, there were 42 traditional houses in this village, but now only 38 remain due to a fire in 2000. These houses are stilt houses with stepped roofs that rise upwards like towers. Traditional houses in this village consist of 3 (three) parts, namely Lei Bangun (the lower part), which is used to keep livestock; Rongu Uma (the middle part), which is lived in by residents; and Uma Daluku (the upper part or Tower) to store foodstuffs and heirloom tools. The upper part also has a religious function as a place for ancestral spirits to live in accordance with the traditional religion of the Sumba people called Marapu.

**Needs Assessment and Community Readiness for Tourism.** Based on data from [www.sumbabaratkab.go.id](http://www.sumbabaratkab.go.id) Tebara Village, especially in Prai Ijing Traditional Village, has experienced several changes in economic sector activities in the last few periods (20 years). In the period 1990 - 2000, Tebara Village was dominated by the agricultural sector. Then in 2000-2010, economic activities developed and increased from agriculture to plantations.

Since 2011-2013, the tourism sector has emerged which can be a solution to preserve the environment through the concept of ecotourism. The rich potential of natural resources and human



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resources is the main capital in paying attention to sustainability, conservation, economic improvement and community livelihoods. The Tebara Village community at this stage responded positively to tourism activities as a new sector that could improve the economy. Various kinds of daily activities of the community, such as planting rice, catching fish, and playing traditional games, become tourist attractions that tourists can enjoy. So that tourists can feel a different experience, especially for tourists who come from big cities.

**Table 2. Number of Tourists in Prai Ijing Traditional Village 2020 - 2024**

Tahun	Wisatawan Mancanegara	Wisatawan Domestik	Wisatawan Lokal	Total
2020	1.378	3.913	7.543	12.834
2021	1.611	4.259	7.897	13.767
2022	1.987	4.501	8.123	14.611
2023	2.345	4.952	8.432	15.729
2024	2.699	5.306	8.786	16.790

Source: Primary Data Processing, 2025

**Providing Education and Preparing the Community Regarding Tourism.** When divided into types of tourist attractions, there are several tourist attractions in Prai Ijing Traditional Village, namely natural tourism, artificial tourism (culinary tourism), cultural tourism (Wulla Poddu Traditional Rituals, Dekke Kawuku and Tauna Marapu) and traditional music from gongs and drums, traditional dance arts (Kataga Dance and Woleka Dance) and special interest tourism (Road Show and Night Tour). In addition, the organization of tourism events in the Prai Ijing Traditional Village includes the Prai Ijing Tourism Exhibition.

Tourism activities in Prai Ijing Traditional Village are increasingly becoming a leading sector for the development of Tebara Village. One of the important elements in the development of a tourist village is increasing the ability and capacity of human resources, especially for tourism actors or managers in Tebara Village. The number of tourists in Prai Ijing Traditional Village jumped quite sharply from 2023 to 2024, from 15,729 to 16,790. The increase in the number of tourists greatly affected the income of Tebara Village.

When the Covid-19 Pandemic hit Indonesia in 2020, which resulted in the destruction of the tourism sector as a whole, then one way to restore the credibility of the tourism sector to attract tourists to visit again in 2022 when the Covid-19 Pandemic gradually improved, all tourism village managers in West Sumba Regency, one of which was Tebara Village, participated in training activities to increase the capacity of human resources in tourism village management organized by the West Sumba Regency Tourism and Creative Economy Office on August 11-12, 2022. In addition, training activities were also carried out during the COVID-19 pandemic, namely on December 7, 2020, in the form of training for rural and urban tour guides, which the Tourism and Creative Economy Office of West Sumba Regency also organized.

**Identification of Influential Figures to Serve as Local Community Leaders.** Many figures or traditional leaders from Prai Ijing Traditional Village are well known for their loyalty and dedication to the preservation of customs, culture and the environment, one of which is Saba Kula Mawu (Ama Rudy). He is a retired civil servant and one of the customary, cultural and environmental activists in West Sumba Regency. For more than 12 years, he has fought together with the government and village communities to defend his territory, especially from the threat of modernization that will



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cause damage to local culture and wisdom, such as traditional houses, clothing and dances, as well as other important cultural sites that are priceless.

The struggle that began in 2013 then ended happily with Prai Ijing Traditional Village as one of the site villages by the West Sumba Regency Government through the Culture and Tourism Office in 2014 so that the authenticity and sacredness of existing traditional rituals need to be maintained. Then the tourism sector was chosen because, since 2000, it has become a tourist destination even though the number of tourists who come to visit is still limited. Then a forum was formed called the Prai Ijing Traditional Village Ecotourism Society.

**Preparing and Forming Community Organizations.** Institutionally, Tebara Village has several special organizations for managing tourist villages, including the Tourism Awareness Group (Pokdarwis) "Prai Ijing" in the Prai Ijing Traditional Village / Tebara Village, which has been ratified through the Decree of the Tebara Village Head Number: 556/132/63.12/11/2020, dated November 24, 2020. This Pokdarwis acts as an element driving tourism awareness. In addition, Pokdarwis also act as a driving force, motivator of Tourism Awareness and Sapta Pesona to increase community readiness and awareness so that they can play a more active role as good hosts for the progress and development of village tourism and have full awareness of the various opportunities and benefits with tourism development activities in improving economic welfare for Tebara Village community members.

The role of CBT in this stage can be identified in several aspects, namely empowering women and youth, organizing routine meetings and funding. Based on the Pokdarwis management structure that has been formed, every element of the community, including women and youth, is also included in several sections of the Pokdarwis management, namely the Cleanliness and Beauty Section, the Memories Attraction Section, the Coolness Attraction Section, the Promotion and Human Resources Development Section, the Business Development Section, and the Public Relations Section. Not only Pokdarwis, but the development of Prai Ijing Traditional Village also collaborates with the youth group Karang Taruna Desa Tebara.

Then, in terms of funding used in efforts to develop tourism villages, it also comes from several funding sources, namely the village budget, the West Sumba Regency APBD, the East Nusa Tenggara Provincial APBD and CSR or Corporate Social Responsibility from the private sector as a form of commitment and social responsibility that must be carried out by the management of the company or organization to make a long-term contribution in building a better life for the economic, social aspects of the community and the surrounding environment. Tourists also increasingly expect better tourism quality. Tourism organizations began to form and carry out promotional functions jointly with the government in introducing, educating, and attracting tourists to visit Prai Ijing Traditional Village as a leading tourist destination. At this stage, the area has begun to be recognized as a tourist destination and can be seen from the high number of both domestic and foreign tourists. Various awards have also been won for the tourism performance presented; for example, at the Tourism Village Award 2023, Prai Ijing Traditional Village was included in the 75 best Tourism Villages in Indonesia in the 2023 Anugerah Desa Wisata Indonesia (ADWI) event. In addition, the provision of tourism facilities and amenities is also being improved, such as the development of quiet houses, cafes and cottages.

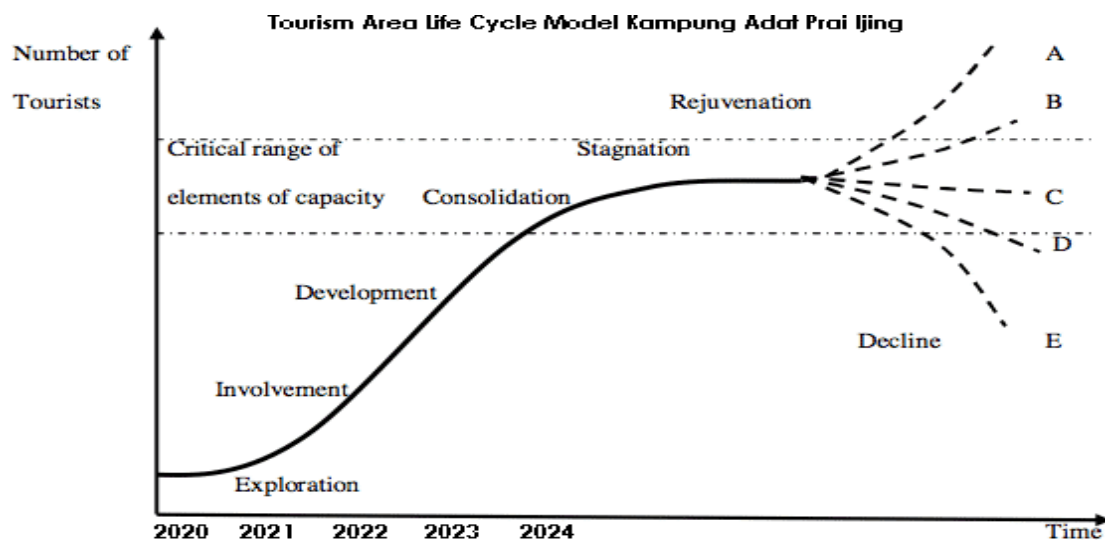
One pattern of development approach can be applied uniformly in all destinations. Often, due to the target factor and the priority of the central government, the bottom-up approach that makes the community an important actor is not involved in destination planning. Thus, this becomes a new potential conflict that can harm many parties. However, there are also certain regions where the top-



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down approach becomes an effective solution. This will be closely related to the position and phase in which a particular destination is located, which can be described by the Tourist Area Life Cycle (TALC) modeling created by Butler (cited by Beasley & Levensgood, 2012).



**Figure 3.** Tourism Area Life Cycle Model of Prai Ijing Traditional Village

The Tourism Area Life Cycle Model (TALC) phase model is a model developed from marketing and business science through the Product Life Cycle (PLC) model, which is very popular among product managers and marketers. It may seem complicated, but the TALC model is helpful for tourist destination managers to know whether their area is classified in which phase. TALC is a simple linear model that is categorized into 6 phases, namely:

- a. **Exploration Phase**, This phase is the phase where an area is just starting to develop its area into a tourist destination. The majority of the attractions are natural and cultural themes that have not been seriously developed. This phase is the initial phase when the local government and its people begin to think about developing tourism in their area, seeing the potential it has. This is the right time where tourism visioning planning to begin to be considered. An example of an area that has entered this stage is the Batam International Health Tourism Special Economic Zone (SEZ).
- b. **Involvement Phase**: This phase is the phase where the development of tourist destinations begins to be taken seriously, and the tourism sector begins to be used as a source of income. Homestays begin to develop, investors begin to be interested in doing business, and the government is required to develop basic infrastructure such as roads, airports, health facilities, and community empowerment programs. In this phase, the tourist season has also begun. In addition, there is frequent contact between tourists and local communities. An example of an area that belongs to this phase is West Manggarai Regency.
- c. **Development Phase**: In this phase, the tourist market is well-defined. Community control and involvement begin to diminish due to central government intervention in tourism development and infrastructure. Major attractions begin to be developed. Foreign investors begin to enter, driven by high growth in tourist arrivals and the potential for new tourism



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- markets. An example of a destination in this phase is Mandalika in Kuta, Pujut, Central Lombok, which is developing Sports Tourism with the MotoGP International Circuit.
- d. Consolidation Phase: During this consolidation phase, tourism growth starts to slow down. This can mean two things. The first is that this slowdown is intentional because tourism destination managers want to limit visits by imposing a carrying capacity to reduce negative impacts on the destination. In addition, it could also be that the manager wants to change the market segment to be more exclusive. The second possibility is that the slowdown is unintentional due to market saturation and lack of product innovation. An example of a destination that belongs to this phase is Labuan Bajo with its Komodo.
  - e. Stagnation Phase: The stagnation phase is for destinations that are at a saturation point. The impact of mass tourism is clearly visible such as waste, socio-cultural degradation, and also high economic leakage. As a result, if tourist destinations do not innovate or rethink their development patterns, loyal tourists will not visit again and potentially cause a decrease in the number of visits or the decline phase. An example of a destination is Bali with the Kuta Beach, Legian and Sanur Beach areas.
  - f. Rejuvenation and Decline Phase: There are two possibilities if a destination is already stuck in a stagnant phase. The first is declining, and the second is innovating and successfully entering the rejuvenation phase. Rejuvenation and innovation are the phases needed to survive after the stagnant phase. This is highly dependent on careful planning and action plans that require innovation and adaptiveness. Examples that destinations can do are the development of new attractions, sustainable tourism-based tourism development, changes in the target tourist market, or medium changes that can also be made by making adjustments and improvements to tourism facilities and infrastructure.

**How to Sustain Community-Based Tourism; Building Partnerships.** The development of Prai Ijing Traditional Village also involves the role of pentahelix as a collaboration model of 5 (five) stakeholder elements in the field of tourism, namely government, private or business people, academics, communities, and media), namely government, private, community, academics and media. First, the role of the government involves the Tebara Village Government, Waikabubak City District Government, West Sumba Regency Government, East Nusa Tenggara Provincial Government and the Ministry of Tourism and Creative Economy of the Republic of Indonesia. Then, from the private sector through CSR programs, among others from PT Bank NTT with financial assistance in the early stages of the development of Kampung Wisata amounting to 50 million rupiah. In addition, there is also assistance for tourism support facilities in the form of cooking utensils, buoys, clothes, hats and trash cans. Furthermore, the role of academics involved in research ranging from Nusa Cendana University Kupang and several articles related to Prai Ijing Traditional Village that have been published. Media through various platforms also plays a role in tourism promotion, starting from social media (local and national) through Instagram, YouTube, websites, TikTok and also TV media such as CNN Indonesia, TVOne and Metro TV.

**Implementing an Integrated Approach.** At this stage, the role of CBT can be identified from integration with conservation-oriented, sustainable and responsible tourism activities. Prai Ijing Traditional Village is included in the West Sumba Geopark area. This area officially became a UNESCO Global Geopark on September 5, 2022. Legitimization from UNESCO will have a major impact on the sustainability of preserving the potential that exists in the Geopark in West Sumba Regency, including in the Prai Ijing Traditional Village. In addition, this status is also an effective means of promotion so that it can increase tourist interest, not only domestic but also foreign tourists.



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Prai Ijing Traditional Village not only carries out tourism functions but is also developed and managed for the benefit of conservation, education, development and community empowerment in a sustainable manner.

Tebara Village communities who are directly involved in the tourism business, among others, act as providers of amenity services in the form of homestays and stalls, selling several products ranging from earring crafts, muti bracelets, rings, woven fabrics, woven Nipah leaves in the form of woven bags, sequin fashion and then there are also potential culinary products typical of the Prai Ijing Traditional Village such as rowe kariwang, banana and yam chips. And sumba ground coffee. The culinary products were successfully developed by the Women Farmers Group (KPT) consisting of women and youth of Prai Ijing Traditional Village. The development of various local culinary products was initiated after receiving training from the local government and NGOs in 2018. They were trained to package and process local food into diversified products that have economic value. These new products can be a source of income for the local community, and they have established their own banana and yam chips production house called "Iyya Tekki."

These culinary products are still being developed, and what is still a process is the absence of a P-IRT Number (Household Industry Production), which is a distribution permit issued by BPOM that indicates the safety of a food product. This legality is very important because it is one of the guarantees to consumers that the products sold are safe for consumption. However, these obstacles can be overcome with several activities, including working with BPOM or the West Sumba Regency Health Office by making socialization or training on product criteria that meet BPOM and Health Office distribution permits. Another approach that can be taken is to involve academics in conducting research and community service related to local food development and assisting MSMEs in obtaining distribution permits.

**Planning and Designing Tourism Products.** The role of CBT in planning and designing the quality of tourism products can be measured through an analytical tool in the form of a product inventory matrix. This matrix is divided into several components, namely uniqueness, activities, accessibility and connectivity, basic facilities, interpretation facilities, accommodation facilities, maintenance, service quality, marketing and promotion. The following is the product inventory matrix of Prai Ijing Traditional Village listed in Table 3 as mentioned below:

**Table 3.** Product Inventory Matrix of Prai Ijing Traditional Village

No.	Component	Sub-component	Assessment Scale				
			Very Bad (1)	Bad (2)	Medium (3)	Good (4)	Very Good (5)
1.	Uniqueness	Iconic					✓
		Popular					✓
2.	Tourism Activity	Variety				✓	
3.	Accessibility	Highway Access					✓
		Transportation					✓
		Public					
		Information Signs				✓	
4.	Basic Facilities	Parking					✓
		TIC				✓	
		Toilet					✓
		Stall & Cafe				✓	
		Souvenir Stalls					✓



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No.	Component	Sub-component	Assessment Scale				
			Very Bad (1)	Bad (2)	Medium (3)	Good (4)	Very Good (5)
5.	Accommodation Facilities	Homestay					✓
6.	Maintenance	Physical Structure				✓	
		Cleanliness					✓
7.	Service Quality	Tourist Guide				✓	
		Security					✓
8.	Marketing/Promotion	Brochure					✓
		Guidebook					✓
		Website				✓	
		Social Media					✓
<b>Total Ranking</b>						<b>28</b>	<b>64</b>

Source: Primary Data Processing, 2025

Based on the ranking of the product inventory matrix, which is a tool or framework used to organize and classify products based on certain attributes, it can be concluded that the Prai Ijing Traditional Village has a very good average value with the acquisition of a very good total ranking of 64 points from the overall product inventory matrix value. The development of tourism products also pays attention to several elements in the management of tourist destination management to provide the best experience for tourists. These elements consist of:

- a. Authenticity: Tourism of traditional houses and megalithic gravestones, diversification of banana and yam chips and a variety of weaving crafts and handcrafted souvenirs;
- b. Educational: Educational programs for school students and tourists;
- c. Entertaining: Local cultural events and attractions such as Wulla Poddu, Dekke Kawuku and Tauna Marapu, as well as Kataga and Woleka dances;
- d. Enjoyment: Culinary tourism (rowe kariwang);
- e. Memorable: Road Show and Night Tour;
- f. Matching the Product with the Potential Market Segment:
- g. Understanding the Channels of Distribution;
- h. Embracing ICT as a Promotion Tool.

**Identifying Market Demand and Building Marketing Strategies.** Identification of market demand and tourism marketing development strategies can be done through several actions, namely:

- a. Matched the Product with the Potential Market Segment: Tourist segments in Prai Ijing Traditional Village range from individual tourists (alone / with a small family / with close friends) and group tourists (large groups). The tourist segmentation has been accommodated by various types of tourist attractions ranging from natural tourism, artificial tourism, cultural tourism and special interest tourism;
- b. Understanding the Channels of Distribution: CBT development in Prai Ijing Traditional Village should also collaborate with environmental communities/associations in order to realize sustainable tourism;
- c. Embracing ICT as a Promotion Tool: Various social media platforms and digital media such as Instagram, TikTok, YouTube, website;



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- d. "Piggy-Back-Riding" on Tour Operators and Ground Handlers: Prai Ijing Traditional Village tour packages provided by several travel agencies in Waikabubak City, including Ada Travel and Tours and Jermans Tours;
- e. Organization to Set Up In-House Travel Agency: Prai Ijing Traditional Village tour packages are also provided by the Prai Ijing Traditional Village "Prai Ijing" Tourism Awareness Group, which can be contacted via e-mail, Instagram and WhatsApp;
- f. Leveraging on Awards Certification to Shape the Branding: Prai Ijing Traditional Village has received several awards, including being nominated for the top 75 Indonesian Tourism Village Awards in 2023.

**Implementation and Monitoring of the Sustainability of Community-Based Tourism.** At the implementation and performance monitoring stage, there are 2 actions, namely:

- a. Construction of Tourist Facilities - Getting the Community Involved in the Implementation: By 2024 there will be 60% of families or 282 families out of 500 families involved in the tourism industry in Tebara Village, ranging from motorized vehicle rental businesses, culinary, janitors, parking attendants and lodging services.
- b. Regular Monitoring of Performance: To ensure the sustainability of CBT projects, monitoring must be integrated into the entire planning and implementation process. If monitoring is rarely carried out, it can make it difficult for communities and institutions both at the village scale (Pokdarwis and Tebara Village Government) and regional scale (West Sumba Regency Government and East Nusa Tenggara Provincial Government) to take further actions to improve the quality of tourism products. Monitoring activities do not only measure economic value/profit, but also moral values such as pride and self-confidence that local people have towards Prai Ijing Traditional Village. These moral values can be the main capital of the community and are more valued than economic benefits.

In addition, several strategies can be applied to support this stage, namely:

- a. Utilization of tourism potential in Prai Ijing Traditional Village, Tebara Village, which is managed directly by the community;
- b. Increasing the knowledge capacity of early childhood for regeneration through thematic learning classes, local product development and environmental conservation;
- c. Community involvement to monitor tourism activities to avoid investors who have the potential to damage tourism resources.

**Supporting and Inhibiting Factors for the Implementation of Community-Based Tourism In Prai Ijing Traditional Village, West Sumba Regency; Supporting Factors:**

- a. Natural resources in Tebara Village, especially in the Prai Ijing Traditional Village, which can still be developed;
- b. The existence of the latest life trends that pursue healing or vacation;
- c. There is still much land that can be used;
- d. Support from the village government and district government;
- e. Community support.

**Inhibiting Factors:**

- a. There is still a lack of adequate tourism facilities and infrastructure in Prai Ijing Traditional Village;
- b. Still lack of funds for development;



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- c. There is still a lack of full awareness given by the manager of the tourist attraction, so it seems not wholehearted;
- d. There is still a lack of understanding and skills in the local community in Tebara Village, especially in the Prai Ijing Traditional Village, in tourism management and promotion;
- e. Frequent occurrence of natural disasters (Fire, Earthquake, etc.).

## CONCLUSION

The application of the Community Based Tourism (CBT) concept is an application of a tourism development model that involves local communities directly in the management, promotion, and sharing of tourism benefits. Prai Ijing Traditional Village, Tebara Village, is one of the tourist destinations that applies this Community-Based Tourism (CBT) concept. Based on the available information, the application of the Community Based Tourism (CBT) concept in Prai Ijing Traditional Village, Tebara Village, Waikabubak City District, and West Sumba Regency has provided many benefits. Some of these benefits include:

1. Increased income for local communities, as they are directly involved in the management and sharing of tourism benefits. This can also reduce poverty in the area;
2. Increased awareness of local communities about the importance of preserving the environment and local culture as they become part of the management and promotion of tourist destinations;
3. Developing tourist destinations in the village by utilizing natural and cultural resources and creating special homestays for tourists can increase the visit of tourists from abroad and domestically to stay and feel the sensation of mingling with the community and participating in a series of activities carried out by the community;
4. Improving the quality of the tourist experience, as they can interact directly with the local community and experience authentic local life;
5. Improved promotion and image of tourist destinations, as the involvement of local communities also improves the quality of services and provides more accurate information about tourist destinations.

However, the application of the Community Based Tourism (CBT) concept also has challenges and obstacles. In addition to the lack of adequate tourism facilities and infrastructure, the lack of funds for development, and the lack of awareness provided by tourism object managers, the most important thing is the lack of understanding and skills of the community in Tebara Village, especially in Prai Ijing Traditional Village in tourism management and promotion.

Overall, it can be said that the application of the Community Based Tourism (CBT) concept in Prai Ijing Traditional Village, Tebara Village, Waikabubak City District, West Sumba Regency, East Nusa Tenggara Province is successful and sustainable, which in turn can provide many benefits and advantages for the people of Prai Ijing Traditional Village and tourists.

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