

Community Based Tourism (CBT) as the Development of Kandri Tourism Village

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Abstract. Community based tourism may directly benefit the community's welfare via the management of sustainable local potential, making it a crucial approach to the development of tourist communities. Thanks to Semarang's preserved cultural and ecological heritage, the Tourism Village Development in Kandri Tourism Village in particular has demonstrated promising results. Data obtained in this study were descriptive qualitative in nature, meaning they were presented in the form of words and images rather than numerical values. Sugiyono (2009) defines qualitative research as an approach to studying actual natural things that relies on the researcher as the primary agent, employs a combination of data gathering methods, employs inductive data processing, and places a greater focus on meaning than generalisation. In keeping with the 10 guidelines put out by Suansri (2003) for CBT initiatives. First, these principles have been put into practice by the Semarang City Government and Kandri village. They also offer community-needed facilities to visitors and train and empower rural communities through collaboration with relevant agencies and academics in Semarang. Researchers at Kandri Tourism Village came to the conclusion that CBT was key to the success of their project in creating a tourist destination that showcases rural Indonesia's stunning natural beauty alongside local knowledge and Javanese customs. Pokdarwis Suko Makmur plays a pivotal role in the development of this tourist hamlet, which is in turn based on CBT principles that include the government, the community, and the locals.

Keyword: Community Based Tourism (CBT); Tourism Village; Semarang City

INTRODUCTION

As well as being the fastest growing service sector globally, the tourism industry is rapidly evolving into one of the most important economic drivers in the world. Today, tourism is a rapidly growing part of the world's largest businesses. The background of tourism is multi-dimensional, covering physical, social, cultural, economic, and political aspects (Gasemi & Hamzah 2004).

The ability to directly improve community welfare through sustainable management of local potential makes community-based tourism (CBT) an important strategy for the development of tourism communities. (Farya Arkham Maulana, 2022). There is still a need for improvement in the management of human resources (HR) and community involvement to ensure that profits are distributed fairly, but the development of Desa Wisata in Semarang, especially in Kandri Tourism Village, has shown great promise with the preservation of cultural and natural wealth.(Aulia Rizki Nabila, 2016).

Kandri Tourism Village is a prime example of how inefficient management of village potential can lead to poor service delivery and underdevelopment of other untapped aspects of tourism, including cultural heritage, educational opportunities, and natural landmarks. Human resources and operational management are so poor that the village is not making the most of its ability to improve everyone's standard of living and economic status. There is still a lot of untapped potential in fisheries and cultural tourism, although

the village government and tourism site managers tend to zero in on the two main attractions-Kreo Cave and Jatibarang Reservoir. (Farya Arkham Maulana, 2022)

The development of a tourism village cannot be achieved without first recognising and then empowering the local community, in accordance with the CBT principles put forward by Suansri (2003), community recognition and empowerment are critical to the success of village development. In order for the village community to begin to realise the importance of managing tourism potential independently and sustainably, the Semarang city and Kandri village governments have implemented this idea by offering training facilities and community empowerment through cooperation with relevant institutions. To promote the local Kandri Tourism and encourage more people to come, the government cooperates with the local community and uses social media.

But the biggest problem is that people in the area do not know much about human resource management or how to promote tourism, especially when it comes to the use of social media and technology. The lack of knowledge about the importance of branding and digital marketing among many individuals, many of whom have only completed junior high school, leads to the management and development of sub-standard tourism potential. Therefore, the ability of the community must be improved with coaching and training in order to independently and creatively manage the potential of the village. (Aulia Rizki Nabila, 2016)

Community involvement in the administration and development of village tourism potential is also very important for the success of tourism businesses. Community involvement goes beyond mere support and includes activities such as managing resources, promoting and preserving local culture. It is believed that all residents in Kandri Tourism Village will reap the economic and social benefits of village growth if they are more actively involved and empowered.

There are still gaps in effective implementation techniques, which can be seen in the underutilisation of tourism village development, particularly in economic terms. The Desa Wisata initiative did not work well perhaps because stakeholders did not work together. The area around Masalili weaving village was sluggish to develop as a tourist destination due to lack of community knowledge and proper training. The lack of proper planning and administration in the tourism industry kept Masalili Weaving Village from reaching its full potential. Increasing the effectiveness of tourism projects requires stronger infrastructure and community participation, as emphasised in the article. (Nur Fidias, 2023)

Given the above, the purpose of this study is to find out what elements can encourage more community involvement in the planning and growth of tourism villages by analysing the impact of CBT-based HRM on the welfare of Kandri Tourism Village residents. (Nadira Aracelya Azzahra, n.d.)

METHOD

The data collected in this study is descriptive qualitative, meaning it is based on observation rather than numerical calculations. According to Sugiyono (2009), qualitative research places a greater focus on meaning than generalisation, uses researchers as the primary means of data collection, and uses inductive data analysis. The main goal is to explore existing natural things.

Based on the work of Yemen, A. R., and Mohd (2004), this research utilises the five-factor model of community-based tourism development: 1)community participation;

2)government support; 3)strengthening of community associations; 4)sustainable utilisation of local resources; and 5)equitable profit sharing and utilisation.

The management of Kandri Village Tourism Village in Gunungpati Semarang Sub-district involved all aspects of informant collection in this study. This research uses purposive sampling techniques, which involve determining the sample with special consideration so that it is worthy of being sampled (Sugiyono, 2012). Each respondent-the village head, RW, Pokdarwis, Karang Taruna, and the surrounding community-will be considered for further interviews.

RESULTS AND DISCUSSION

One of the most interesting cultural and natural tourist attractions is Kandri Tourism Village, located in Gunungpati District, Semarang City. Local knowledge, cultural traditions and stunning scenery come together in this village tour experience. Visitors looking to immerse themselves in the authentic Javanese countryside will find Kandri Village to be the perfect location, thanks to its green rice fields, surrounding mountains and flowing rivers.

In accordance with the 10 guidelines issued by Suansri (2003) for CBT initiatives. Firstly, the principles have been put into practice by Semarang City Government and Kandri village. They also offer needed community facilities to visitors and train and empower rural communities through cooperation with related agencies and academics in Semarang.

As an example of a community that actively seeks to become a tourist attraction by involving its citizens in all aspects of the process, Pokdarwis (Tourism Awareness Group) Suko Makmur in Kandri village seeks to enhance the local potential of the hamlet. If the government actively involves the community in all aspects of human resource management, that may be the best parenting. Pokdarwis plays an important role in this.

The following aspects of Kandri Tourism Village must be properly managed in order for Pokdarwis Suko Makmur, a tourist awareness organisation, to carry out its mission. Drawing on the knowledge and experience of each community, Pokdarwis Suko Makmur has also formed five task forces, or Pokja. A total of five groups have been formed: one for boats, one for cuisine, one for souvenirs, one for homestays, and one for cultural arts. As soon as possible, training will be provided to the formed working groups according to their specialities. The members of these working groups all work together to create a product, and they get all the raw materials they need for the product from the environment. They do this by utilising the materials they have responsibly, which helps preserve nature.

In addition to its stunning scenery, Kandri Tourism Village is a cultural treasure trove full of authentic Javanese traditions and practices. What makes Kandri Tourism Village special is the local knowledge and the fact that these traditions go back a long way. Annual events include various art performances and traditional ceremonies, such as the Kreo offering ceremony at Rewondo cave, the Jatibarang Reservoir Larungan offering, and Barikan (one suro night) in Talun Kacang village. By using what nature and traditional knowledge have to offer as a foundation, we can transform the current growth of ERA into better quality and efficiency. Of course, it cannot attract more visitors without cutting-edge technology. Sarangan Lake became Pokdarwis' comparative research location, where it gained knowledge about water tourism.

Kandri Tourism Village is home to Goa Kreo, a historical monument with a narrative of the legendary hunt for teak wood by Sunan Kalijaga who was commissioned to build the Great Mosque of Demak. Visitors are usually greeted by long-tailed monkeys as they

explore the natural ecosystem around the cave. In addition, the village also creates various educational tour packages that teach travellers about agriculture, traditional arts and local crafts.

Not only is Karang Taruna Talun Kacang involved in the development of Kandri Tourism Village, but it also had the bright idea to create a pictorial site in 2016 - like the one above the clouds and in Goa Kreo - to entice travellers. In addition to the tourist town itself, locals also pitch in and help fund many aspects of it, such as art, cuisine, homestays (if there are visits), and tour packages. Kandri Tourism Village is conveniently located near the tourist bus and has all the necessary facilities for visitors.

The Suko Makmur Tourism Awareness Group (Pokdarwis), Kandri Village, and the Semarang city government are all working together to develop Kandri Tourism Village in accordance with the CBT philosophy. Pokdarwis, a kind of community-based tourism (CBT), will help boost established tourism. The Semarang city government is also helping to build the tourism village, particularly by marketing the place. Training to support greater resources and annual events, such as the Rewondo performance and the legendary Goa Kreo masterpiece, are also supported by the government in the development of the tourism community. The government's plan for developing this tourist town is Community Based Tourism, and Pokdarwis Suko Makmur has played a direct role in developing this rather fast-growing working group. In addition, the Tourism Village has established a profit-sharing method through a local co-operative, which distributes income fairly.

CONCLUSION

Based on the results of research conducted in Kandri Tourism Village, it can be concluded that Community Based Tourism as the Development of Kandri Tourism Village is a tourism village development that successfully integrates local wisdom, Javanese traditions, and beautiful rural natural beauty. The development of this tourist village refers to the principle of Community Based Tourism (CBT) which involves the government, society, and local communities, especially through the active role of Pokdarwis Suko Makmur. Indirectly, the management of resources in the tourist village is quite good, this can be seen from the government's support in the form of training, promotion, and facilitation which is very helpful in the development of this tourist village. Pokdarwis as a group that is aware of the potential of the village provides assistance to Pokja which makes the community more productive and innovative in managing the potential of the tourist village.

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