



PARIWISATA Berbasis Komunitas

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PRAKATA

Puji dan syukur kami panjatkan kepada Tuhan Yang Maha Esa atas limpahan rahmat dan karunia-Nya sehingga penyusunan buku yang berjudul "Pariwisata Berbasis Komunitas" dapat diselesaikan dengan baik. Di tengah perkembangan industri pariwisata yang dinamis, buku ini hadir untuk memberikan perspektif komprehensif tentang pengembangan pariwisata yang berpusat pada pemberdayaan masyarakat lokal.

Buku ini disusun secara sistematis dalam enam bab yang membahas aspek fundamental pariwisata berbasis komunitas. Bab pertama menguraikan konsep dasar yang mencakup definisi, prinsip, dan nilai fundamental pariwisata berbasis komunitas, termasuk potensi dan tantangan yang dihadapi serta peran penting komunitas dalam pengembangan pariwisata. Pembahasan dilanjutkan pada bab kedua tentang pengelolaan pariwisata berbasis komunitas, yang menekankan model manajemen strategis, pemberdayaan komunitas, serta kolaborasi antar komunitas dan pemangku kepentingan dalam pengembangan desa wisata.

Bab ketiga membahas secara mendalam dampak pariwisata berbasis komunitas, meliputi aspek sosial, ekonomi, lingkungan, dan isu keberlanjutan. Pembahasan ini memberikan pemahaman holistik tentang bagaimana pariwisata dapat mentransformasi kehidupan masyarakat sekaligus menjaga kelestarian lingkungan. Sejalan dengan era digitalisasi, bab keempat mengeksplorasi teknologi dan inovasi dalam pariwisata berbasis komunitas, termasuk digitalisasi pariwisata, pemanfaatan media sosial untuk promosi destinasi, serta implementasi teknologi informasi dalam pemasaran dan manajemen destinasi wisata.

Bab kelima membahas pembangunan berkelanjutan dan pariwisata berbasis komunitas melalui pembahasan tentang konsep pembangunan berkelanjutan, implementasi dalam pariwisata berbasis komunitas, indikator keberhasilan keberlanjutan, serta peran kebijakan dan regulasi. Bab keenam, sebagai penutup, menyajikan perkembangan kajian pariwisata berbasis komunitas di Indonesia dengan fokus pada tiga model pengembangan: desa wisata, kampung adat, dan ekowisata berbasis komunitas.

Buku ini ditujukan bagi beragam kalangan, termasuk akademisi, praktisi pariwisata, mahasiswa, pengambil kebijakan, dan masyarakat umum yang tertarik dalam pengembangan pariwisata berkelanjutan. Kehadiran buku ini diharapkan dapat menjadi referensi komprehensif dalam memahami

kompleksitas pariwisata berbasis komunitas sekaligus panduan praktis dalam implementasinya.

Kami menyadari bahwa penyempurnaan masih diperlukan untuk meningkatkan kualitas buku ini. Oleh karena itu, saran dan masukan konstruktif dari pembaca sangat kami harapkan. Akhir kata, kami mengucapkan terima kasih kepada seluruh pihak yang telah berkontribusi dalam penyusunan buku ini. Semoga karya ini dapat memberikan manfaat dalam mewujudkan pariwisata yang inklusif, berkeadilan, dan berkelanjutan di Indonesia.

Jakarta, Januari 2025

Penulis

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BAB 1

KONSEP DASAR

PARIWISATA BERBASIS KOMUNITAS

A. PENGANTAR

Pariwisata berbasis komunitas merupakan konsep yang menekankan partisipasi aktif masyarakat lokal dalam pengelolaan dan pengembangan destinasi wisata untuk mencapai keberlanjutan ekonomi, sosial, dan lingkungan. Konsep ini memberikan ruang bagi komunitas untuk menjadi pelaku utama dalam merencanakan, mengatur, dan memanfaatkan sumber daya pariwisata di wilayahnya, sehingga manfaat ekonomi dan kesejahteraan dapat dirasakan secara langsung oleh masyarakat. Adapun keterlibatan komunitas ini mendorong adanya keseimbangan antara kepentingan pariwisata dengan pelestarian budaya lokal dan kelestarian lingkungan hidup, yang sering kali terabaikan dalam pendekatan pariwisata konvensional. Hal ini menunjukkan bahwa pendekatan berbasis komunitas mampu menciptakan praktik pariwisata yang lebih inklusif dan berkelanjutan, di mana nilai-nilai lokal menjadi bagian integral dari daya tarik destinasi. Dengan demikian, pariwisata berbasis komunitas tidak hanya berperan dalam peningkatan pendapatan, tetapi juga dalam penguatan identitas budaya serta upaya konservasi lingkungan yang lebih efektif.

B. DEFINISI DAN KONSEP DASAR PARIWISATA BERBASIS KOMUNITAS

Pariwisata berbasis komunitas didefinisikan sebagai pendekatan pariwisata yang menempatkan masyarakat lokal sebagai pemangku kepentingan utama dalam perencanaan, pengelolaan, dan pemanfaatan kegiatan wisata. Model ini memungkinkan komunitas untuk berpartisipasi aktif dalam mengontrol sumber daya serta memperoleh manfaat ekonomi, sosial, dan budaya dari aktivitas pariwisata yang dilakukan (Hariyadi *et al.*, 2024). Adapun partisipasi masyarakat ini memperkuat kapasitas lokal, mempromosikan kemandirian ekonomi, serta menjaga kelestarian nilai budaya dan lingkungan melalui pendekatan yang berkelanjutan (Yeap & Liow, 2024). Hal ini menunjukkan bahwa pariwisata berbasis komunitas tidak hanya berfokus pada peningkatan jumlah kunjungan wisatawan, tetapi juga

BAB 2

PENGELOLAAN

PARIWISATA BERBASIS KOMUNITAS

A. PENGANTAR

Pengelolaan pariwisata berbasis komunitas merupakan pendekatan strategis yang menempatkan masyarakat lokal sebagai aktor utama dalam perencanaan, pengelolaan, dan pengembangan destinasi wisata. Melalui partisipasi aktif, masyarakat memiliki peran penting dalam mengoptimalkan pemanfaatan sumber daya lokal, menjaga kelestarian lingkungan, dan melestarikan nilai-nilai budaya yang menjadi daya tarik pariwisata. Adapun pendekatan ini bertujuan untuk menciptakan keseimbangan antara manfaat ekonomi, sosial, dan lingkungan yang berkelanjutan dengan melibatkan seluruh pemangku kepentingan secara sinergis. Hal ini menunjukkan bahwa pengelolaan yang berpusat pada komunitas dapat mendorong terciptanya rasa kepemilikan dan tanggung jawab bersama dalam menjaga keberlanjutan destinasi wisata. Dengan demikian, pengelolaan pariwisata berbasis komunitas menjadi instrumen penting dalam mewujudkan pariwisata yang inklusif, berdaya saing, dan berkelanjutan.

B. MODEL MANAJEMEN PARIWISATA

Model manajemen pariwisata berbasis komunitas merupakan pendekatan pengelolaan destinasi wisata yang menempatkan masyarakat lokal sebagai penggerak utama dalam perencanaan, implementasi, dan evaluasi kegiatan pariwisata. Model yang dimaksud dapat mendorong keterlibatan aktif masyarakat dalam pengambilan keputusan serta pemanfaatan sumber daya secara bertanggung jawab untuk memastikan keberlanjutan ekonomi, sosial, dan lingkungan (P. L. de Carvalho *et al.*, 2024). Adapun prinsip utama dalam model manajemen pariwisata berbasis komunitas menekankan pada aspek kolaborasi, pemberdayaan, dan partisipasi, di mana setiap elemen komunitas memiliki peran strategis dalam menciptakan manfaat yang merata dan berkelanjutan (Chin *et al.*, 2024). Hal ini menunjukkan bahwa model manajemen yang melibatkan komunitas mampu menciptakan rasa kepemilikan, tanggung jawab kolektif, dan penguatan kapasitas lokal dalam menjaga kelestarian destinasi. Dengan

BAB 3

DAMPAK PARIWISATA BERBASIS KOMUNITAS

A. PENGANTAR

Pariwisata berbasis komunitas merupakan pendekatan yang menempatkan masyarakat lokal sebagai aktor utama dalam pengelolaan dan pengambilan manfaat dari aktivitas wisata, yang menciptakan dampak signifikan di berbagai aspek kehidupan. Dampak sosial mencakup peningkatan partisipasi masyarakat dalam pelestarian budaya dan penguatan kohesi sosial melalui interaksi antaranggota komunitas. Adapun dampak ekonomi terlihat dari peningkatan pendapatan lokal melalui pengembangan usaha kecil dan menengah yang mendukung sektor pariwisata. Dampak lingkungan turut menjadi perhatian, di mana pendekatan ini mendorong kesadaran masyarakat untuk menjaga kelestarian sumber daya alam sebagai daya tarik wisata. Hal ini menunjukkan bahwa pariwisata berbasis komunitas tidak hanya memberikan manfaat jangka pendek tetapi juga berkontribusi pada keberlanjutan ekosistem sosial, ekonomi, dan lingkungan. Oleh karena itu, pengembangan pariwisata berbasis komunitas menjadi strategi yang relevan untuk mendukung pembangunan berkelanjutan di berbagai wilayah.

B. DAMPAK SOSIAL

Perkembangan aktivitas pariwisata memberikan dampak sosial yang bersifat multidimensional terhadap tatanan kehidupan masyarakat lokal melalui berbagai perubahan struktural dalam sistem sosial kemasyarakatan. Kehadiran sektor pariwisata mendorong terjadinya transformasi signifikan pada pola kehidupan penduduk setempat, mencakup pergeseran sistem nilai, modifikasi perilaku sosial, serta dinamika interaksi antarwarga yang semakin kompleks dalam ruang lingkup aktivitas kepariwisataan (Wani *et al.*, 2024). Adapun, manifestasi perubahan tersebut terlihat nyata melalui munculnya diversifikasi lapangan pekerjaan yang menstimulasi variasi mata pencaharian masyarakat, diikuti dengan meningkatnya urgensi pengembangan kompetensi diri melalui pendidikan formal maupun pelatihan keterampilan sebagai prasyarat partisipasi dalam industri pariwisata (Pai *et al.*, 2023). Hal ini menunjukkan bahwa eksistensi sektor pariwisata berkontribusi pada

BAB 4

TEKNOLOGI DAN INOVASI DALAM PARIWISATA BERBASIS KOMUNITAS

A. PENGANTAR

Teknologi dan inovasi dalam pariwisata berbasis komunitas merupakan elemen krusial yang mendorong transformasi sektor pariwisata menuju keberlanjutan dan inklusivitas. Kehadiran teknologi modern, seperti aplikasi digital, platform berbasis daring, dan sistem pembayaran elektronik, telah membuka peluang bagi komunitas lokal untuk berpartisipasi aktif dalam mengelola dan memasarkan potensi wisata mereka. Adapun integrasi teknologi ini tidak hanya memperluas akses pasar, tetapi juga memberikan efisiensi dalam pengelolaan sumber daya, sehingga menciptakan nilai tambah bagi komunitas sebagai pelaku utama. Hal ini menunjukkan bahwa sinergi antara teknologi dan inovasi mampu memperkuat daya saing destinasi wisata dengan tetap mempertahankan kearifan lokal sebagai daya tarik utama. Dengan demikian, pengembangan pariwisata berbasis komunitas yang dioptimalkan melalui teknologi, mencerminkan upaya strategis untuk meningkatkan kesejahteraan masyarakat lokal sekaligus melestarikan budaya dan lingkungan secara berkelanjutan.

B. DIGITALISASI PARIWISATA DAN TANTANGAN KOMUNITAS

Penyebaran akses teknologi di komunitas lokal menjadi prasyarat penting dalam mendorong digitalisasi pariwisata yang inklusif dan berkelanjutan. Ketimpangan infrastruktur digital antara wilayah perkotaan dan pedesaan menjadi tantangan utama yang menghambat partisipasi setara dalam ekosistem digital (Magoutas *et al.*, 2024). Adapun komunitas yang berada di daerah terpencil atau kurang berkembang sering kali menghadapi kendala dalam mengadopsi teknologi modern akibat keterbatasan akses jaringan, sumber daya finansial, serta literasi digital yang rendah (Jaelani *et al.*, 2024). Hal ini menunjukkan bahwa ketimpangan akses teknologi berpotensi memperlebar jurang kesenjangan sosial dan ekonomi antar wilayah, yang pada akhirnya dapat mengurangi kontribusi komunitas lokal terhadap transformasi pariwisata berbasis digital. Oleh karena itu, diperlukan pendekatan strategis yang melibatkan pengembangan infrastruktur digital,

BAB 5

PEMBANGUNAN BERKELANJUTAN DAN PARIWISATA BERBASIS KOMUNITAS

A. PENGANTAR

Pembangunan berkelanjutan dan pariwisata berbasis komunitas merupakan dua konsep yang saling terintegrasi dalam upaya menciptakan kesejahteraan masyarakat yang berkesinambungan. Bab ini akan menguraikan secara komprehensif tentang bagaimana prinsip-prinsip pembangunan berkelanjutan dapat diimplementasikan dalam pengembangan pariwisata yang melibatkan komunitas lokal sebagai aktor utama. Pembahasan akan mencakup konsep dasar pembangunan berkelanjutan, aplikasinya dalam konteks pariwisata berbasis komunitas, indikator keberhasilan yang terukur, serta peran penting kebijakan dan regulasi dalam mendukung keberhasilan program. Melalui pemahaman yang mendalam tentang aspek-aspek tersebut, diharapkan dapat memberikan landasan yang kuat bagi pengembangan pariwisata yang tidak hanya menguntungkan secara ekonomi, tetapi juga menjaga kelestarian lingkungan dan nilai-nilai sosial budaya masyarakat.

B. KONSEP PEMBANGUNAN BERKELANJUTAN

Paradigma pembangunan berkelanjutan menghadirkan transformasi mendasar dalam pendekatan pembangunan sebagai bentuk kritik atas model pembangunan tradisional yang cenderung mengutamakan pertumbuhan ekonomi semata. Sejarah mencatat bahwa konsepsi ini mendapatkan momentumnya melalui Laporan Brundtland pada tahun 1987, dimana pembangunan berkelanjutan dimaknai sebagai proses pembangunan yang menyeimbangkan pemenuhan kebutuhan masa kini dengan mempertimbangkan kapasitas generasi mendatang (Monika *et al.*, 2024; Petrova *et al.*, 2024). Adapun, urgensi keseimbangan antara eksploitasi sumber daya untuk kemajuan ekonomi dan preservasi lingkungan menjadi landasan fundamental dalam implementasi pembangunan berkelanjutan (Tien, 2024; Zhao *et al.*, 2024). Hal ini menunjukkan bahwa paradigma pembangunan berkelanjutan membawa pergeseran signifikan dari pola pembangunan yang bersifat eksploitatif menuju pembangunan yang

BAB 6

PERKEMBANGAN KAJIAN PARIWISATA BERBASIS KOMUNITAS DI INDONESIA

A. PENGANTAR

Perkembangan kajian pariwisata berbasis komunitas di Indonesia telah mengalami transformasi signifikan dalam beberapa dekade terakhir, mencerminkan pergeseran paradigma dari pendekatan pariwisata massal konvensional menuju model yang lebih berkelanjutan dan partisipatif. Fenomena ini ditandai dengan munculnya berbagai bentuk pengembangan wisata yang mengedepankan peran aktif masyarakat lokal, seperti desa wisata, kampung adat, dan ekowisata berbasis komunitas. Pendekatan ini tidak hanya bertujuan untuk meningkatkan kesejahteraan ekonomi masyarakat setempat, tetapi juga menekankan pentingnya pelestarian nilai-nilai budaya, kearifan lokal, dan keberlanjutan lingkungan. Melalui kajian komprehensif terhadap berbagai model pengembangan pariwisata berbasis komunitas ini, dapat dipahami bagaimana masyarakat lokal berperan sebagai subjek utama dalam perencanaan, pengelolaan, dan pengembangan destinasi wisata di Indonesia.

B. DESA WISATA

Perkembangan desa wisata sebagai manifestasi pembangunan pariwisata berbasis komunitas di Indonesia memperlihatkan akselerasi signifikan sepanjang dasawarsa terakhir. Dukungan kebijakan strategis pemerintah melalui pendekatan *bottom-up* telah menciptakan momentum bagi masyarakat lokal dalam mengoptimalkan potensi sumber daya alam dan budaya yang menjadi modal pengembangan destinasi wisata berkualitas (Hatma Indra Jaya *et al.*, 2024). Adapun, implementasi program desa wisata menghasilkan transformasi fundamental pada tatanan sosial ekonomi pedesaan melalui peningkatan kapasitas masyarakat dalam mengelola aset wisata secara mandiri dan berkelanjutan (Hamdan & Basrowi, 2024). Hal ini menunjukkan bahwa eksistensi desa wisata tidak sekadar menjadi instrumen pembangunan ekonomi, melainkan katalisator penguatan identitas kultural dan pemberdayaan komunitas dalam menghadirkan pengalaman wisata yang otentik. Keberhasilan pengembangan desa wisata merepresentasikan

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PROFIL PENULIS

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PARIWISATA

Berbasis Komunitas

Buku ini menyajikan pembahasan komprehensif tentang konsep dan implementasi pariwisata berbasis komunitas di Indonesia yang terdiri dari 6 bab utama. Karya ini mengeksplorasi bagaimana model pariwisata yang menempatkan masyarakat lokal sebagai aktor utama dalam perencanaan, pengelolaan, dan pemanfaatan potensi wisata dapat mendorong pembangunan berkelanjutan. Dimulai dengan konsep dasar, buku ini menjelaskan prinsip-prinsip fundamental pariwisata berbasis komunitas termasuk partisipasi aktif masyarakat, pemberdayaan komunitas, dan pelestarian nilai-nilai lokal. Pembahasan dilanjutkan dengan aspek pengelolaan yang mencakup model manajemen, strategi pemberdayaan, dan pentingnya kolaborasi antar pemangku kepentingan. Buku ini juga mengulas secara mendalam dampak pariwisata berbasis komunitas dari segi sosial, ekonomi, dan lingkungan. Di era digital, peran teknologi dan inovasi dibahas sebagai instrumen penting dalam pengembangan destinasi wisata, termasuk digitalisasi pariwisata dan pemanfaatan media sosial untuk promosi. Aspek pembangunan berkelanjutan menjadi fokus khusus, dengan pembahasan tentang implementasi konsep keberlanjutan dalam pariwisata komunitas serta peran kebijakan dan regulasi. Buku ditutup dengan kajian perkembangan pariwisata berbasis komunitas di Indonesia melalui tiga model utama: desa wisata, kampung adat, dan ekowisata berbasis komunitas. Secara keseluruhan, buku ini menawarkan perspektif holistik tentang bagaimana pariwisata berbasis komunitas dapat menjadi instrumen pembangunan yang tidak hanya menghasilkan manfaat ekonomi, tetapi juga menjaga kelestarian lingkungan dan memperkuat identitas budaya masyarakat lokal.



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