Article

Sustainable Tourism Development Strategy Through the Implementation of the Community-Based Tourism in the South Rayon of Donorojo, Pacitan

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Abstract
The purpose of this study is to analyze the concept of CBT in the development of local tourism in the southern Rayon area of Pacitan related to the natural environment and socio-cultural economy as a strategy to develop a sustainable tourism framework. This study emphasizes a descriptive qualitative research approach that provides an overview of how the involvement of village communities in tourism development in the southern coastal area. The data collection methods used in this study are observation, in-depth interviews, and documentation. Observations were carried out in several related tourism areas such as tourist areas in the Kalak Village, Sendang Village, Widoro Village, and Sawahan Village areas. Research informants in this study involved several related parties such as business actors in the area around the tourist area, members of the Pokdarwis group, local village officials, and several residents in the related tourist area. The results of this study indicate that community involvement in the context of CBT can be seen in two main thing, namely the environment aspect and the socio-cultural economy aspect. In terms of the environment, CBT is seen in the strengthening of tourism infrastructure such as stalls, souvenir shops, car and motorbike parking, toilets, homestays, road access, fishing area and others. Meanwhile, in the socio-cultural economic aspect, CBT appears in the role of local community institutions such as BUMDes and Pokdarwis which act as a bridge to mediate the role of the community to be involved in the tourism development process in rural areas.

Keywords
CBT, partisipation, rural, strategy, sustainable tourism

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INTRODUCTION

Pacitan Regency, East Java Province, is currently intensively developing tourism. One of them is the southern rayon area of Donorojo District. The presence of Klayar Beach as a tourist destination in the Southern Rayon of Donorojo District is able to contribute to very significant changes in the local area. As a result, the existence of the surrounding beaches has also developed into a new tourist destination, such as Ngiroboyo Beach, Buyutan Beach, Banyutibo Beach and Osana Beach. The development of this tourism potential not only adds to the attractiveness of tourist destinations in the southern rayon area of Donorojo District but is also able to provide a new face for development in the area, both in the form of infrastructure, economy and human resources. Tourism development plays an important role in driving the economy of a region, making a significant contribution to the creation of local revenue, job creation, and infrastructure development (Mere, Santoso, Mutiasari, Rahmawati, & Harahap, 2023). This sector not only plays a role in advancing regional development, but also improves community welfare through its ability to generate foreign exchange and drive the regional economy (Oktaviani & Yuliani, 2023). However, although tourism development in the South Donorojo Rayon shows promising economic potential, there are several problems that need to be addressed to ensure sustainability, equity, and optimal benefits for the local community. In this case, tourism development cannot be separated from the context of the strategy taken as a mechanism that determines the direction of policy while also having an impact on its implementation. Departing from the background above, in this article the author will examine and analyze how tourism development in the southern rayon of Donorojo District, Pacitan Regency, which is known as the gateway to the western part of East Java Province, is carried out through the CBT approach within the framework of sustainable tourism.

Tourism is an inseparable part of human life, especially concerning social and economic activities. Starting from an activity that was initially only enjoyed by a handful of relatively wealthy people in the early 20th century, it has now become part of human rights. With increasing income, the idea of recreation and popular culture from a global context have emerged, so that foreign and domestic tourists have become an important part of people's lives today (Suparman, Muzakir, & Fattah, 2023). As is known, the tourism sector in Indonesia still plays a very important role in supporting national development and is a very strategic factor in increasing people's income and foreign exchange. The definition of tourism can be seen from various perspectives and does not have definite boundaries. Many tourism experts have put forward the definition of tourism from various perspectives, but from these various definitions they have the same meaning. Etymologically, tourism consists of the word wisata which means travel; the word wisata is a person or group of people who travel (travelers), and tourism is a thing, activity or everything related to tourism; with the nature of tourism activities being social, economic, cultural which arise as an effect of tourist travel (Mansyur, 2021).

Tourism is all activities related to tourism and is multidimensional and multidisciplinary in nature which emerges as a manifestation of the needs of each person and country and the interaction between tourists and the local community, fellow tourists, the Government, Regional Government, and entrepreneurs, with the aim of: a. increasing economic growth; b. improving people's welfare; c. eliminating poverty; d. overcoming unemployment; e. preserving nature, the environment, and resources; f. advancing culture; g. raising the image of the nation; h. fostering a sense of love for the homeland; i. strengthening national identity and unity; and j. strengthening friendship between nations (Undang-Undang Republik Indonesia Nomor 10 Tentang Kepariwisataan, 2009).

Based on all the definitions above, it can be concluded that tourism is an activity carried out by leaving one's residence to a tourist destination temporarily and not to

settle. Travel activities aim to enjoy the services and facilities needed while outside one's residence. Types and types of tourism according to the reasons or purposes of tourism: a) Business Tourism: A type of tourism where visitors come for official purposes, trade or business related to work, meetings, incentives, conventions, exhibitions (MICE); b) Holiday Tourism: A type of tourism where people who travel consist of people who are on vacation or taking advantage of their free time; and c) Educational Tourism: A type of tourism carried out by tourists for the purpose of learning or studying something in the field of science. Educational Tourism includes study tours or dharmawisata. In the field of language, it is known as polly glotisch, namely people who live temporarily in a country to learn the language of that country. The development of the tourism sector is a process that continues to change and is always sustainable towards a higher level of growing value. This is marked by adjustments and improvements through monitoring and evaluation mechanisms and feedback based on the implementation of planning in the previous phase which is the basis for policy. This stage must be used as a foundation and become a mission that must be developed. These two aspects, namely tourism planning and development, cannot be separated from each other, but must continue to synergize even with other aspects that are capable and have the potential to become their supporting power. Tourism development can also be focused on the regional potentials of local communities. In this case, local skills were used to determine the characteristics of people's creative industry; strengthening and improving innovations; the role of social capital; and identifying challenges both in the internal and external sectors (Rini, 2019). Developing tourism is a complex job and requires the role of various parties. With collaboration and cooperation between various parties, real results were obtained where several regions experienced positive and encouraging growth. Tourism with good growth is able to encourage high economic growth correlated with reduced poverty rates, highlighting the importance of inclusive growth for alleviation (Simorangkir, Ramadhan, Sukran, & Manalu, 2024).

One of the tourism development strategies that can be implemented by prioritizing community involvement and participation is CBT (Community Based Tourism). This term is one of the important pillars that strengthens the role of the community in the world of tourism, not only as an object but also a subject that plays a role in it. The most basic thing in underlining the context of CBT is that it emerges from a community development strategy, using tourism as a tool to strengthen the ability of rural community organizations that manage tourism resources with the participation of local people (Suansri, 2003). To see how the principles of CBT work, it is necessary to see them in structured work steps. Some basic principles of CBT can be seen in the following framework: 1. Recognize, support and promote community ownership of tourism; 2. Involve community members from the start in every aspect; 3. Promote community pride; 4. Improve the quality of life; 5. Ensure environmental sustainability; 6. Preserve the unique character and culture of the local area; 7. Foster cross-cultural learning; 8. Respect cultural differences and human dignity; 9. Distribute benefits fairly among community members; 10. Contribute a fixed percentage of income to community projects (Suansri, 2003) (Ningsih et al., 2023). As a sustainable and measurable effort, this CBT strategy is expected to be one of the media to make the tourism sector an alternative to advance the socio-economic conditions of the rural community environment. This is a great motivation, because if this CBT can be carried out, the hopes of creating a massive contribution to local employment creation, increase in local income, improved knowledge and skills of locals, and increase the local standard of living, are something that is not impossible to realize in society (Habiba & Lina, 2023). A practical example of CBT's effectiveness can be seen in the development of a tourism village in Dermaji Village. This initiative has demonstrated the positive socio-economic impact of such an

approach, as it has led to increased public awareness about preserving cultural traditions that serve as unique attractions for tourists (Hariyadi et al., 2024). This example underscores the alignment of CBT principles with tangible outcomes, showcasing how community involvement in tourism can foster not only economic growth but also cultural preservation, thereby enriching the local community.

In addition, to demonstrate the sustainability and strength of tourism, it is also necessary to focus on the strengths that can support the strength of tourism in the location. The existence of local wisdom contained in tourist attractions as a sustainable tourism development strategy is also one of the attractions that can be developed as an attractive element in efforts to strengthen local tourism (Pardosi, Putra, & Pretty, 2024). For Indonesia, the tourism sector is one of the alternatives to build a creative industry that can support the country's economy. This is not only related to the increase in state revenue from this sector, but also how this tourism sector can be a non-natural force that can always be renewed by relying on the creative and innovative side, and prioritising human resources as managers. Strengthening the tourism industry continues to be pursued so that it has a broad impact, not only on the economic sector such as job creation and improving people's living standards, but also on reviving local socio-cultural potential that has not been recognised by the wider community. Local wisdom, culture, arts, traditional food, traditional ceremonies, and local values are priceless attractions, which are expected to empower the community both economically and socially. Thus, tourism development can achieve a more complex and integrative impact on all aspects of human life. One prominent example of the effectiveness of Community Based Tourism (CBT) can be seen in the success and sustainability achieved in Nglanggeran Tourism Village, Gunungkidul Regency, Yogyakarta, Indonesia. This initiative thrived due to the active involvement of the local community as well as close collaboration between various stakeholders, both from within and outside the organisation (Manaf et al., 2018). Similarly, the implementation of CBT in Indonesia, especially among the Kamoro tribe, shows great potential in improving the livelihoods of local communities while preserving the culture and nature around them (Timika et al., 2024). In addition, research conducted by Dharma et al. (2024) showed that CBT enhances sustainability by encouraging the involvement of local communities in managing tourism areas, leading to improved economic, social, and ecological outcomes. This participatory approach not only strengthens resource management, but also enhances conservation efforts, especially in coral reef protection, while increasing local income.

Therefore, the implementation of Community Based Tourism (CBT) plays an important role in promoting sustainable tourism by involving local communities in the management and development of tourism initiatives. This approach generates economic benefits through job creation and increased local income, as well as fosters social cohesion and empowerment within communities (Sari et. al., 2014). Prioritisation on community engagement in CBT not only enhances local economic resilience but also contributes to the preservation of natural and cultural resources, ultimately creating a more sustainable and inclusive tourism model for all stakeholders involved.

METHOD

This research uses qualitative research methods. The qualitative research method was chosen because in this research the data obtained is data in the form of descriptive data that does not emphasize data in the form of numbers to explain the results of the research. With this approach, this study attempts to describe the development of tourism in the southern rayon of Donorojo District, Pacitan Regency. Data collection techniques use direct observation, in-depth interviews with several related parties, and documentation that is important in strengthening the results of this study. Primary data collection was conducted through field

observations and in-depth interviews in four study locations, namely Kalak, Sedang, Widoro and Sawahan Villages. Field observations focused on the availability of infrastructure, forms of socioeconomic activities, community involvement in governance and management, and specific characteristics in the form of the attractiveness of each tourist attraction.To complement these observations, in-depth interviews were conducted with various stakeholders. These interviews involved two people from Pokdarwis representing the viewpoints of businesses in each attraction, four village officials representing the views of residents around the attraction and the village government, and two tourism office officials representing the viewpoint of the Pacitan District government. The research period started from April to November 2024. The data validity technique used was using source and method triangulation. This variation in sources provides variation and provides the strength to be able to cross-check data, while method triangulation allows researchers to check through interview results with observation results and documentation data obtained. After obtaining sufficient data to answer the research questions, the data analysis technique used in this study was interactive data analysis (Miles, Huberman, & Saldana, 2019).

RESULT AND DISCUSSION

South Rayon Donorojo is a term used to categorize rural areas in Donorojo District based on their geographical location. This area includes four villages out of a total of twelve villages in Donorojo District, namely Sawahan Village, Widoro Village, Kalak Village, and Sendang Village. These four villages are not only connected by geographical proximity but also by similar topographic characteristics, namely being part of the Sewu Mountains Karst Area, a unique landscape formed from limestone characterized by dramatic karst hills (Hikari, Syahrani, Luthfia, & Setyawan, 2023). The karst topography presents its own challenges for the local community, especially in terms of agriculture which is their main livelihood. Although the limestone soil is less fertile, the local community still relies on the agricultural sector to meet their living needs. On the other hand, the tourism potential in Rayon Selatan Donorojo offers great opportunities that have not been optimally utilized. The combination of coastal areas and unique karst landscapes provides great potential to be developed as a leading tourist destination. If managed properly, the tourism sector can be a significant economic driver for the region (Hardyansah, Hakim, & Parmawati, 2020) (Nawangsari, Muryani, & Utomowati, 2018).

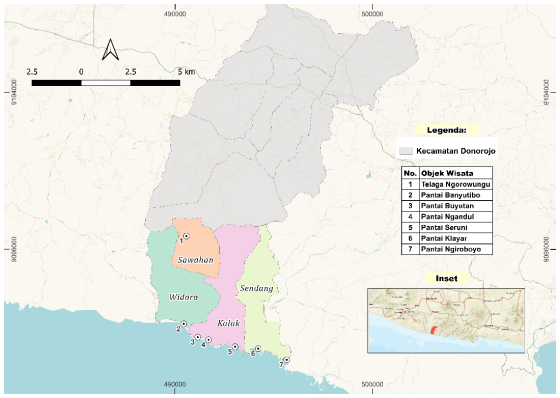


Figure 1. South Rayon Donorojo, Pacitan

South Rayon Donorojo offers various natural tourist destinations that have beauty and uniqueness in each village, such as Lake Ngorowungu in Sawahan Village, Banyutibo Beach and Buyutan Beach in Widoro Village, Ngandul Beach and Seruni Beach in Kalak Village, and Klayar Beach and Ngiroboyo Beach in Sendang Village. The potential for tourist visits in Rayon Selatan Donorojo is very large, especially because of its strategic position close to famous tourist areas such as Gunungkidul, Yogyakarta, and Surakarta. This proximity increases the attractiveness of the area, facilitates accessibility, and allows collaboration with surrounding tourist destinations, which can ultimately increase the number of visitors and strengthen the development of the tourism sector in the Rayon Selatan Donorojo area.

Through this study, it can be seen that this CBT is implemented through an integ-

rated approach with several aspects in tourism development in the local environment, namely through: 1) environmental aspects and 2) socio-cultural and economic.

CBT Through Environmental Development

The villages in the South Rayon Donorojo, except for Sawahan Village, have coastlines that directly border the Indian Ocean. Each beach in the South Donorojo Rayon has its own uniqueness which is its own attraction (Selina et al. 2021). For example, Banyutibo Beach in Widoro Village offers a rare natural phenomenon, namely a waterfall that falls directly onto the shoreline. Banyutibo has beautiful natural conditions because it is located far from settlements and is surrounded by forests and rice fields. With an area of around 2.30 hectares, this beach offers a calm and natural atmosphere. In terms of facilities and infrastructure, Banyutibo Beach has been equipped with various facilities, such as signposts, location plans, paved and concrete access roads, and water and electricity installations. In addition, there are ticket counters, car and motorbike parking areas, public toilets, stalls, home stays, watchtowers, information centers, evacuation routes, and safety signs. However, some facilities still need to be improved, such as the road width of only 3 meters, limited parking areas, and the absence of an adequate waste management system.

The Head of Pokdarwis Pantai Banyutibo said that in accordance with the master plan that has been made, in the future a new tourist attraction will be developed in the form of white water rafting (build attraction) by utilizing the flow of the Kedungtimor River. This initiative aims to increase the diversity of tourist attractions and directly increase the number of tourist visits to this beach, while providing a more interesting experience for visitors (Yoeti, 2008). In line with these development efforts, the community and Pokdarwis Banyutibo remain committed to the preservation of the area. They show a high awareness to maintain the beauty of the beach by not making changes or developments that can change the natural character of the beach.

This statement aligns with the perspective of the Head of Widoro Village, who highlighted the significance of active community involvement in environmental conservation. The village government actively offers information to citizens for participation in local environmental conservation initiatives. The village government implements a selective policy for the issuance of business licenses. Any business entity seeking to operate must undergo an assessment procedure to verify that its development and activities do not adversely affect the environment. This strategy aims to equilibrate economic advancement with environmental conservation, guaranteeing that tourism expansion aligns with the safeguarding of nature.

Widoro Village also has Buyutan Beach which is around 6.50 ha wide. This beach offers a view of a combination of rice fields, white sandy beaches, and sea stacks shaped like a king's crown. Similar to Banyutibo, Buyutan Beach is located far from residential areas, so the atmosphere is still beautiful and calm. Buyutan Beach has been equipped with various facilities. There are asphalt and concrete access roads, water and electricity installations, car and motorbike parking, signboards, location maps, public toilets, watchtowers and information, ticket counters, gazebos, stalls, lodging, and camping grounds. This beach consists of two main parts, the upper part which includes rice fields and views of the open sea, and the lower part which is the beach area. These two areas are separated by cliffs, so visitors must pass through quite steep cliffs to reach the beach. The local community and managers are actively creating additional tourist attractions, such as photo spots that utilize views of the sea, sunrise, and sunset, to increase the number of tourist visits.

Ngandul is a beach characterized by a waterfall that falls directly into the sea. With an area of about 2.00 ha and located in Kalak Village, surrounded by acacia and teak forests, this beach offers a shady and cozy atmosphere. However, Ngandul Beach's loca-

tion in the forest area makes its access very limited. Visitors can only reach this beach via a rocky road and a small section of concrete road, so not all types of motorized vehicles can access it. In addition, basic facilities such as water installations, electricity, and public toilets are also not yet available at Ngandul Beach.The Head of Kalak Village claims that the remote location of the beach and the fact it is surrounded by the village forest are the reasons behind the difficulties in enhancing accessibility and developing it.Furthermore challenging the construction of roads and other supporting infrastructure are the severe topography. Still, the beach's natural potential appeals especially to those seeking a unique experience.

Overcoming these challenges calls for careful planning and cooperation among several stakeholders, including the local government and local people, to create creative ideas considering environmental sustainability and natural beauty.In addition to Ngandul Beach, Kalak Village also has Seruni Beach. This beach with an area of approximately 2.50 ha has better access than Ngandul Beach. Motorized vehicles, both two-wheeled and four-wheeled, can access this beach. One of the unique things about Seruni Beach is the rare view of the sea gate. However, the availability of basic facilities and infrastructure such as public toilets, water installations, electricity, counters, and watchtowers are not yet available at this beach.

Klayar Beach is located in Sendang Village, this beach has an area of about 24.50 ha which includes sandy land and coral hills. One of the physical uniqueness of Klayar Beach that stands out is the giant coral reef that resembles a sphinx statue and the natural phenomenon of the sea flute, namely sea water that penetrates the gaps in the coral so that it makes a sound like a flute when the waves come. In addition, there is also a sea arch known as "karang bolong" which is a special attraction for tourists. In terms of the availability and completeness of facilities and infrastructure, this beach is far superior to other beaches in the South Donorojo Rayon. Various basic facilities have been met, even supporting facilities such as starred home stays, restaurants, and souvenir centers are available on this beach. However, during long holidays, Klayar Beach often experiences overtourism, with the most affected aspect being the capacity of the motor vehicle parking area. This condition is interpreted as overtourism (Sutanto & Setiadi, 2020). This can have an impact on the decline in the quality of the tourism experience, damage to coral rock formations, and environmental pollution in the form of waste and water waste (Muflihah dan Prajanti, 2023; Vagena, 2021). Actions that can be taken to overcome this problem are to implement reservation-based parking quotas and develop integrated parking infrastructure outside the coastal area, supported by shuttle bus services.

Sendang Village also has Ngiroboyo Beach with an area of 18.65 ha. This beach includes coral hills, sandy land, fisheries cultivation areas, and river estuaries. The existence of the Maron River estuary on the coast of Ngiroboyo is the main uniqueness of this beach, because visitors can explore the river using traditional boats with views of clear river water and beautiful coral cliffs. In terms of the availability of facilities and infrastructure, this beach is quite adequate with basic facilities such as ticket counters, watchtowers, public toilets, water and electricity installations, and home stays. However, accessibility to Ngiroboyo Beach is still relatively difficult because the only road available is a 3-meter wide concrete road that is already damaged. In addition, the steep terrain makes it difficult to reach this beach. The existence of the Maron River estuary in Ngiroboyo has great potential, because it can be a resource to add other tourist attractions, such as flyboarding. Flyboarding activities not only add to the variety of attractions at Ngiroboyo Beach, but also offer a unique experience that combines the sensation of flying with the beauty of the surrounding nature. Flyboarding facilities can attract various groups of visitors, increase the appeal of the beach as a tourist destination, and support regional economic development by increasing the number of

visits and tourism activities.

Sawahan Village is the only village in the South Donorojo Rayon that does not have a coastline. However, according to the head of Sawahan Village, the village has tourism potential in the form of Ngorowungu Lake. With an area of approximately 1.80 ha, Ngorowungu Lake offers an interesting view, combining a karst lake with karst evidence in the form of a karst cone. In addition, the water in Ngorowungu Lake is clear and never dries up, which is used as a source of clean water for the surrounding community, a fish pond location, and a fishing spot. Thus, this lake not only plays a role in meeting the basic needs of the community, but also functions as a place of recreation for the local community. In terms of facilities and infrastructure around Ngorowungu Lake, the condition can be categorized as adequate. However, accessibility and capacity to receive tourists from outside the sub-district or district are still limited. The road to Sawahan Village, especially to Ngorowungu Lake, is only a 3-meter wide asphalt road and is in poor condition, so accessibility is low.

According to the tourism office, the low accessibility to Telaga Ngorowungu is due to its status as a priority tourist attraction that is only in the development stage. Consequently, the development of supporting infrastructure, such as road access, remains restricted to village roads. This results in the quality and quantity of accessibility to Telaga Ngorowungu not being as good as other more developed tourist attractions. Improving accessibility is a major concern to ensure that visitors can reach this location more easily, thus creating greater opportunities for tourism development in the area. However, the existence of the karst lake in Sawahan Village is a unique attraction because it offers a different appeal and impression compared to other types of tourism in the South Donorojo Rayon. However, to realize this tourism, more targeted development efforts are needed. Improving road infrastructure is a top priority to facilitate tourist access to the lake.

South Donorojo Rayon has significant tourism potential that must be utilized to provide economic and social benefits to the local community and strengthen regional identity. Effective development in an area does not only depend on the infrastructure or facilities built but also on how the local community is actively involved in the development process. By implementing the concept of community-based development, community involvement from the early stages of planning to managing development results is very important (Putri & Gustaman, 2024).

This approach ensures that development results are not only relevant to local needs but also sustainable because the community feels ownership and responsibility for them. In addition to the importance of community participation in development, the role of the government and other stakeholders is also important. Development involves various actor subsystems, including the government and community mobilizers (Kaehe, Ruru, & Rompas, 2019). The government and stakeholders, such as extension workers, social workers, and community leaders, must work together to formulate policies, organize activities, and mobilize communities to actively participate in the development process. This collaboration is needed to ensure that development is not only effective but also inclusive, taking into account the aspirations and needs of all levels of society (Octaviari & Gustaman, 2024).

CBT Through the Development of Socio-Cultural and Economic Aspects

The existence of culture, customs, and local wisdom plays a very important role in tourism development, especially in creating sustainable rural tourism and encouraging socio-economic growth. Local wisdom, which includes values and norms formed from community dynamics, plays an important role in the management of natural resources and the preservation of local community characteristics. Community involvement in the development of tourism based on local wisdom, as seen in Pinge Village in Bali and Sade Village in Central Lombok,

can increase the attractiveness of destinations for tourists by utilizing existing cultural values.

South Donorojo Rayon is also rich in culture, customs, and local wisdom. The community in this area has a high awareness of preserving nature, especially because they realize that natural beauty is the main asset that attracts tourists. This awareness encourages the community to preserve the environment. According to the Head of Banyutibo Tourism BUMDes, the community has taken the initiative to preserve nature by not building tourist attractions that can damage the natural conditions of tourism, managing waste disposal properly, and setting limits on the number of visitors.

Community participation also plays an important role in the South Donorojo Rayon. For example, in the Banyutibo Beach and Buyutan Beach areas, BUMDes actively organizes cultural performances such as wayang kulit every year. The purpose of these performances is to preserve culture, provide education, and disseminate the values of togetherness and solidarity, while at the same time elevating regional identity and increasing tourist attractions (Lusi & Anggriana, 2023). In addition, BUMDes Ngiroboyo also holds a district-level rowing competition every year, with the aim of elevating regional culture, introducing natural beauty, strengthening tourism networks, and increasing media awareness and social interaction (Zhurofa & Surahmadi, 2020).

In Klayar Beach tourism, the role of Pokdarwis (Tourism Awareness Group) is also very significant in implementing local culture. Pokdarwis provides a forum for gemstone craftsmen to exhibit and sell their work, which functions as a promotion of local arts and crafts and supports the creative economy and preservation of local traditions. In addition, Pokdarwis also organizes various annual events involving the community, such as art competitions including dance and karawitan, as well as traditional game competitions that revive local culture. To enhance the tourism experience, Pokdarwis offers activities such as jeep tours to explore the natural beauty around the beach. These initiatives are expected to provide alternative attractive tourist attractions and enrich visitors' cultural experiences.

In addition, according to a statement from the Pacitan Regency Tourism Office. In aggregate, the southern rayon has a variety of cultural potential that can be optimised. Prominent cultural assets include traditional performing arts, particularly Ketek Ogleng, which is a manifestation of the region's distinctive artistry. The local handicraft sector also offers significant opportunities, with a focus on the production of souvenirs made from agate and coconut tree derivatives. The traditional culinary aspect features a diversification of coconut sap-based products, including palm sugar, gula semut, jenang dodol, and Virgin Coconut Oil (VCO), representing the richness of local gastronomy. The integration of religious and cultural festivals, such as wayang performances and dances combined with the nuances of the beach, offers a unique synthesis between tradition and the natural landscape. Furthermore, the ecotourism potential centred on camping activities against the backdrop of the karst fusion and the south coast provides substantial added value to the tourist experience.

The integration of the Sapta Pesona values, in the form of security, order, cleanliness, coolness, beauty, friendliness, and memories of tourism development in areas such as Klayar Beach and its surroundings can create a more attractive and comfortable atmosphere for visitors (Septiana, Bagiastra, Athar, & Indrapati, 2023). The application of these values will not only increase tourist satisfaction and encourage repeat visits, but also strengthen the image of the area as an attractive tourist destination. However, several other tourist destinations in the South Donorojo Rayon, such as Seruni Beach, Ngandul Beach, and Ngorowungu Lake, have not fully implemented local culture, traditions, or wisdom in their tourism development. These obstacles are often caused by a lack of awareness of the local community, limited resources, lack of government support, and a lack of effective development strategies. In fact, the role of the community

is very important in tourism development because they are the guardians and preservers of cultural resources and local traditions that are the main attractions of tourist destinations (Sutiyo, 2015).

Public awareness, sense of ownership, and commitment and dedication to the planning and development of tourism areas are important foundations in optimizing tourism potential (Irfan, 2024). This condition is reflected in the South Donorojo Rayon, where tourism management is carried out through three main categories, namely management by BUMDes (Village-Owned Enterprises), collaborative management between the government (Tourism, Youth and Sports Office) and Pokdarwis (Tourism Awareness Group), and unclear management between the government and Pokdarwis. Each category shows its own dynamics and challenges in tourism development, reflecting how management structures can affect the effectiveness and success of tourist destinations.

In the first category, tourism management is fully handed over to BUMDes, as in Banyutibo Beach and Ngiroboyo Beach. In this case, the role of leadership and community activity are determining factors for success. BUMDes on both beaches demonstrate proactive initiatives in tourism development by utilizing external support through CSR programs. For example, BUMDes Ngiroboyo successfully obtained assistance in the form of administrative equipment and safety equipment for river tourism, while BUMDes Banyutibo actively sought sponsors for tourism promotion and opening access roads. This independent initiative provides high flexibility for management but is faced with high uncertainty due to the lack of full support from the government. This poses major challenges related to the stability and sustainability of tourism development, which requires solutions to ensure ongoing support.

The second category is tourism management which is a collaboration between the government and Pokdarwis, as in Klayar Beach and Buyutan Beach. In this management, the government has the authority to determine the direction and strategy for tourism development, while Pokdarwis acts as the implementer in the field. This collaboration is often hampered by rigid regulations, reducing flexibility and response to local dynamics. This approach can limit adaptation to changing needs and opportunities that arise in the field, thus affecting the effectiveness of management and its impact on the community. Therefore, it is important to review existing regulations and find ways to increase flexibility in implementing development strategies.

The last category is tourism whose management mechanisms are not yet clear, such as Ngandul Beach, Seruni Beach, and Ngorowungu Lake. Tourism in this category faces major challenges due to the absence of clear strategic steps from the government and limited community resources in managing tourism potential. Without clear direction and support from stakeholders, tourism development in these areas tends to be hampered, and the existing potential cannot be optimized effectively. This shows the need for a clear strategy and consistent support from all parties to ensure that tourism development can run well and provide maximum benefits to the community.

Community participation and the existence of groups such as Pokdarwis, BUMDes, and other local communities are very important in all management categories (Umar, Sjamsuddin, & Rochmah, 2023). Optimizing the role of Pokdarwis and local communities in developing tourist villages can significantly improve the economic welfare of local communities. However, to achieve this requires strong collaboration, effective communication, and support from committed local leaders, or "local champions" who have the ability to mobilize and transform communities. These leaders must have the dedication, passion, and ability to assess the economic and social viability of the tourism project being developed, as well as address any challenges that arise (Hamzah & Khalifah, 2009).

In general, the formation of management groups such as BUMDes and Pokdarwis in South Donorojo Rayon has had a

significant impact on the empowerment of local communities. This empowerment is a crucial step in ensuring the sustainability and optimisation of the area's tourism potential. At Banyutibo Beach, for example, BUMDes initiated a training programme to educate local residents about the economic benefits of tourism and the importance of preserving the beach environment. The training included techniques for interacting with tourists and improving hygiene, which contributed to Banyutibo Beach's positive reputation as a clean and friendly destination. Similarly, at Klayar Beach, collaboration between the government and the Pokdarwis in regular training on hospitality skills has enabled the community to provide quality services, which has increased the number of repeat visitors through the community's friendliness and local knowledge.

Moreover, at Ngiroboyo Beach, the primary emphasis is on imparting education regarding the management of tourism business enterprises. The local BUMDes engages the community in the management of homestays and local eateries according to sustainable tourism principles, thereby exerting a direct impact on the augmentation of community income.These illustrations substantiate the assertion that community education engenders not only an enhancement in the operational capacity of the tourism sector but also fosters a sense of ownership and responsibility for the destination. Consequently, the integration of community education and group formation serves as a robust foundation for effectively and sustainably addressing challenges and capitalising on opportunities in the tourism sector.

Thus, tourism management in the South Donorojo Rayon illustrates the importance of awareness, participation, and collaboration from all stakeholders in creating sustainable tourism destinations that have a positive impact on the community. Supporting factors such as natural potential, culture, and commitment of the local community can support this development, while challenges such as limited infrastructure and accessibility require more attention to be overcome. The success of managing tourism potential in the region is highly dependent on the synergy between the government, community, and private sector, as well as effective leadership in dealing with the various dynamics that exist . Integrated and adaptive management is the key to ensuring that tourism development not only improves economic welfare but also preserves the local environment and culture.

Several tourist attractions in the South Donorojo Rayon, such as Banyutibo Beach, Buyutan Beach, Klayar Beach, and Ngiroboyo Beach, have been proven to have a significant economic impact on the community and the surrounding areas. The existence of these beaches not only adds to the attractiveness of tourist destinations in the area, but also triggers sustainable local economic development. Banyutibo Beach and Buyutan Beach in particular, have become examples of how the tourism sector can change the face of a region's economy. Residents around Banyutibo Beach and Buyutan Beach earn additional income from tourism activities, which have opened up new jobs. For example, many residents are now involved in providing food stalls, public toilets, home stays, and other supporting facilities, which contribute to the local economy. With many residents now relying on the tourism sector to meet their living needs, this shows the significant influence of the tourism sector on economic activities in areas that may have previously been less developed.

Overall, Banyutibo Beach and Buyutan Beach have provided an economic impact for around 50 households around the tourist area. The contribution of tourism to the local economy can also be seen from the large amount of levies charged to visitors. These funds are an important source of income for BUMDes and the local government. The levies obtained are used to improve community welfare through various initiatives, including infrastructure development and the provision of public services (Hermawan, 2016). In addition, these funds also become capital for further development of Banyutibo Beach and Buyutan Beach, so that these tourist destinations continue to develop and

can continue to provide economic benefits in the future.

This condition also occurs at Klayar Beach, although in terms of economic valuation, Klayar Beach is much higher in value compared to other tourist destinations in the South Donorojo Rayon. Klayar Beach not only has a strong tourist attraction, but also has a significant influence on the economy, both for the local community and the surrounding areas. At Klayar Beach, various service communities such as the All Terrain Vehicle (ATV) community, motorcycle taxis, jeeps, and food and souvenir merchant groups play an active role in supporting the tourism industry. These communities provide various services that enhance the tourist experience, while expanding the economic benefits felt by the local population. The existence of various facilities and services makes Klayar Beach make a large and widespread contribution to the income of the community around the beach and in the surrounding villages and sub-districts. In addition to direct benefits for the community, Klayar Beach also makes an important contribution to regional income through the sale of entrance tickets.

The income obtained from these entrance tickets is used to support beach operations as well as further development and development, so that tourism facilities continue to be improved and enhanced. According to officials from the Pacitan Regency Tourism, Culture, Youth, and Sports Office, the economic impact of Klayar Beach is felt by more than 150 heads of families. The existence of a jeep community that offers tour packages to various tourist attractions on Klayar Beach and the surrounding beaches is an example of an effective strategy to distribute economic benefits evenly. This effort not only increases the attractiveness of Klayar Beach, but also empowers other tourist destinations, thus creating positive synergy in the development of regional tourism (Nurani, Putra, Sukaemi, & Ardianto, 2022). With all these contributions, Klayar Beach functions as the main driver of the local economy, making it a model for the success of sustainable tourism and providing broad benefits to the local community and regional development.

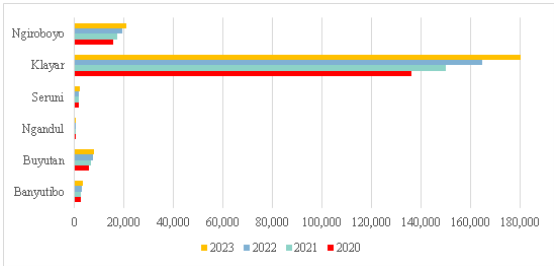


Figure 2. Number of tourist visits to various tourist attractions in South Rayon Donorojo

There are dynamics of tourist visits from 2020 to 2023 (Figure 2), where there was an increase in visits to all tourist attractions in the South Donorojo Rayon recorded at 162,045 people, while in 2023 the number increased to 215,682 tourists. This means that there was an increase of 33 percent over a period of four years. This increase is a positive signal in supporting the development and development of tourism, because an increase in tourist visits can have a significant impact on the regional economy, infrastructure, and the overall attractiveness of tourist destinations. However, when compared to tourist visits before the COVID-19 pandemic, namely in 2019, the number of visits in 2023 is still far below the number of tourist visits which reached 500 thousand people in 2019. This shows that despite experiencing an increasing trend, the tourism sector in the South Donorojo Rayon is still in the recovery stage towards the direction before the pandemic. Although tourism development in the South Donorojo Rayon has had a significant economic impact, there are still several challenges that need to be overcome. One of the main problems is the uneven distribution of economic impacts between various tourist destinations. Banyutibo Beach, Buyutan Beach, and Klayar Beach have shown rapid development, while desti-

nations such as Ngandul Beach, Seruni Beach, and Ngorowungu Lake are still lagging behind due to inadequate infrastructure and suboptimal management. In addition, Klayar Beach faces the risk of over-tourism which can threaten environmental sustainability and reduce the quality of tourist experiences.

To address these problems, the application of the Community-Based Tourism (CBT) concept is a relevant solution. With a focus on empowering local communities, CBT can help address the inequality of economic impacts by increasing the capacity of communities in underdeveloped tourist destinations. The enabling element in CBT can create opportunities and regulations that support infrastructure development in Ngandul Beach, Seruni Beach, and Ngorowungu Lake, so that the tourism potential in these locations can be utilized optimally. In addition, the "empowering" element in CBT will strengthen the branding and attractiveness of underdeveloped destinations, as well as provide training to local communities to increase awareness and ability to manage tourism professionally (Gustaman, Putri, Rengga, Damarjati, & Sukma, 2021). This is expected to distribute economic benefits more evenly throughout the South Donorojo Rayon area.

Meanwhile, "protecting" in CBT is very important to maintain environmental sustainability and protect local communities from the negative impacts of over-tourism in Klayar Beach. With this approach, not only economic growth will be increased, but also the sustainability of local culture and environment. The implementation of CBT requires active collaboration between the community, government, and the private sector, ensuring that tourism in the South Donorojo Rayon develops inclusively and sustainably, providing benefits to the entire community without sacrificing the local environment and culture. Although tourism development in the South Donorojo Rayon has had a significant economic impact, challenges such as uneven economic impacts and the risk of over-tourism need to be addressed. Tourist destinations such as Banyutibo Beach, Buyutan Beach, and Klayar Beach have shown rapid development, while Ngandul Beach, Seruni Beach, and Ngorowungu Lake are still lagging behind due to inadequate infrastructure and suboptimal management. On the other hand, Klayar Beach faces the risk of over-tourism which can threaten environmental sustainability and reduce the quality of tourist experience. To overcome this problem, the application of the CBT concept is a relevant solution.

CBT that emphasizes empowering local communities can help reduce economic inequality by increasing capacity in underdeveloped tourism areas. The "enabling" element of CBT will encourage infrastructure development in destinations such as Ngandul Beach and Seruni Beach, while the "empowering" element will strengthen the branding and attractiveness of less developed destinations, and provide training to local communities to improve professional tourism management (Gustaman et al., 2021). In addition, the "protecting" element in CBT will help preserve the environment and protect the interests of local communities, so that economic processes can be felt evenly throughout the South Donorojo Rayon (Putra, Iswara, Fasya, & Furqan, 2023). CBT emerged as an alternative to mass tourism with the aim of promoting sustainable development and empowering local communities. CBT emphasizes inclusive community participation at all levels of development and can serve as a poverty alleviation mechanism (Aprilia, Salahuddin, & Sulistyaningsih, 2022). Key elements of CBT's success include establishing an organizing mechanism to engage the community and understanding the community's primary role in the process. Despite challenges such as differences in attitudes between local residents and tourism entrepreneurs, CBT has great potential to positively influence rural areas and contribute to sustainable community development if implemented properly.

Tourism sustainability in the South Donorjo Rayon is an important issue that requires a strategic approach. Based on the concept of tourism sustainability evalua-

tion "Five Key Pillars of Sustainable Tourism" (Maftuhah & Wirjodirdjo, 2018), the condition of tourism in the South Donorojo Rayon can be analyzed through five main interrelated aspects. First, in terms of tourist attractions, the natural beauty of the area, especially Banyutibo Beach, Buyutan, Klayar, and Ngiroboyo, is strong enough to attract tourists. This attraction lies not only in the beauty of the beach, but also in the biodiversity and local culture that can provide a unique experience for visitors. However, other destinations such as Ngandul Beach, Seruni, and Telaga Ngorowungu still require further development.

Accessibility is also a major challenge in developing tourism in Rayon Selatan Donorojo. Limited road infrastructure and minimal access to public transportation hamper the flow of tourists. To increase the frequency of tourist visits, good infrastructure development is needed, such as decent roads, bridges, and an integrated public transportation system. Adequate infrastructure not only facilitates access, but also plays an important role in creating a positive perception of the destination (Jamaludin & Kadir, 2012). Therefore, collaboration between the government and the private sector is very important in building infrastructure that supports tourism accessibility. Third, aspects of amenities such as accommodation, restaurants, and information centers also still need to be improved. These facilities have a crucial role in shaping tourist satisfaction, especially related to their basic needs while at the tourist destination (Dewi, Astawa, Siwantara, & Mataram, 2017). Adequate and quality facilities will not only make tourists feel comfortable, but also create a pleasant experience that encourages repeat visits. The development of these facilities can involve training for local business actors so that they are able to provide quality services.

Furthermore, ancillary services are also an important component in tourism development. Services such as tour guides, tour services, and tourism agencies that manage facilities must function well to provide a sense of security and comfort for tourists (Connell, Page, & Meyer, 2015) (Leask, 2016). The existence of these services can improve the quality of the tourist experience, while providing added value to the destinations visited. Finally, community involvement in tourism management is an equally important element. Although the Community-Based Tourism (CBT) program has started running, the role of the local community still needs to be strengthened. The community must be actively involved, not only as workers, but also in decision-making related to destination management. A good relationship between the local community, managers, and tourists is very important to create a friendly and sustainable tourism environment. With good management, the existence of tourism institutions that manage facilities professionally can have a positive impact on the comfort, security, and satisfaction of tourists. Ultimately, the integration of the five pillars will support the sustainability of tourism in the South Donorjo Rayon, so that a tourism ecology is realized that is socially, ecologically, and economically beneficial.

CONCLUSION

The Donorojo South Rayon has significant tourism potential, with a range of beaches and lakes offering unique natural beauty. However, tourism development in the region faces several challenges, including inadequate facilities, accessibility issues, and suboptimal management. From an environmental perspective, although the beaches are captivating, basic infrastructure and supporting facilities need improvement. Socially, culturally, and economically, community involvement in tourism development—based on local wisdom, traditions, and culture—is essential to ensure the sustainability and relevance of the destinations. To address these challenges, it is recommended that Donorojo South Rayon adopts a community-based tourism approach, with active local participation in planning and management. Engaging the community at every stage of development will raise awareness and educate residents about

their role in maintaining and promoting the region's tourism.

Additionally, tourism development should align with the preservation of local traditions, incorporating cultural elements such as traditional dance performances and festivals into tourist attractions. From an economic standpoint, establishing tourism cooperatives or community-based enterprises can create new opportunities, support local businesses, and improve residents' welfare. Furthermore, collaboration between the government, BUMDes, and Pokdarwis must be strengthened to address infrastructure gaps. A clear strategy, combined with consistent support from all stakeholders, will help maximize the region's tourism potential, enhance community welfare, and ensure sustainable resource management. Sustainable tourism in Donorojo South Rayon can be achieved by implementing the 'Five Main Pillars of Sustainable Tourism,' which include the development of tourist attractions, improved accessibility, and the provision of adequate facilities and services, all while ensuring active community involvement. By adopting this holistic approach, Donorojo South Rayon has the potential to become a thriving and sustainable destination.

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