

Ecological-Social-Economic Tourism Model as a Sustainability Strategy for Pokdarwis Pantai Gudang Garam

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Abstract

Through an ecological-social-economic tourism paradigm, this article explores the development of the Gudang Garam Beach tourist destination in Serdang Bedagai Regency by the Tourism Awareness Group (Pokdarwis). This study analyzes the social aspects of empowerment, management strategies for optimization, and the aspects that enhance Pokdarwis evolution using a descriptive qualitative approach in combination with trend data on tourist visits. The findings indicate that Pokdarwis not only played a role in the development of infrastructure and the improvement of local economic conditions, but also in the strengthening of social capital, multigenerational collaboration, and community resilience during the COVID-19 crisis. The novel aspect of this study is the integration of three sustainability pillars—economic, social, and ecological—into a single operational paradigm for community-based tourism. By illustrating how grassroots leadership and social participation motivate adaptive capacity in post-crisis contexts, this strategy expands theoretical discussions regarding sustainable tourism. Therefore, the ecological-social-economic tourism model offers both practical guidelines and academic insight to develop community-based tourism management in Indonesia and comparable environments.

Keywords

Community-Based Tourism, Ecological-Social-Economic Strategies, Pokdarwis, Social Capital, Sustainable Tourism.

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INTRODUCTION

Tourism is a strategic sector that significantly contributes to Indonesia's economy. However, the COVID-19 pandemic exposed the sector's vulnerability, particularly in regions heavily dependent on tourist visits. The sharp decline in tourism activities not only reduced local income but also hindered environmental management around tourist destinations. This condition created an urgent need to design strategies that not only revive the tourism sector but also strengthen the resilience of local communities in facing future crises.

The drastic decrease in tourist visits during the pandemic had a profound impact on the local economy, especially for communities entirely reliant on the tourism sector. In this context, the role of local communities becomes crucial. As the sector began its recovery in 2022, the tourism awareness movement became a vital foundation for community-based tourism management. Community-based tourism (CBT) initiatives, such as the Tourism Awareness Group (Pokdarwis), emerged as a unique approach to managing local tourism potential. Unlike government or private sector interventions, Pokdarwis emphasizes community collaboration and empowerment to create a sustainable tourism model.

The importance of community participation in tourism development is supported by studies demonstrating the role of social capital in enhancing collective action and strengthening community cohesion (Astuti et al., 2023). This social capital, comprising trust, norms, and networks, forms the foundation for successful community-based tourism, as evidenced in the development of Karimunjawa maritime tourism. Similarly, the eco-humanist tourism perspective highlights the balance between environmental sustainability and human-centered development, ensuring the long-term viability of tourist destinations (Sari et al., 2022). This perspective aligns with the efforts of Pokdarwis Pantai Gudang Garam to integrate ecological, social, and economic approaches in their tourism management strategy. Furthermore, effective communication between

the government and the community plays a crucial role in maintaining the sustainability of tourism development (Handaka & Cholil, 2023).

Despite the growing recognition of CBT, research on optimizing Pokdarwis strategies during and after the pandemic remains limited. This gap underscores the need to provide practical guidelines for similar communities across Indonesia. Therefore, this article offers new insights by focusing on the formation and operational strategies of Pokdarwis Pantai Gudang Garam, which uniquely emerged during the pandemic.

Pantai Gudang Garam in Kota Pari Village, Serdang Bedagai Regency, is a coastal tourist destination managed by Pokdarwis. This beach has a long history as a salt production area and has now evolved into a popular beach tourism site. However, challenges in managing facilities and ecosystems require a strategic community-based approach. This study aims to describe the factors behind the formation of Pokdarwis and the strategies for optimizing tourism development at this location, particularly during the pandemic period.

Analyzing the role of Pokdarwis is essential because this community-based organization is a key element in creating local tourism sustainability (Purwanti, 2019). Community participation in managing tourist destinations not only enhances economic potential but also strengthens local cultural identity (Nurmayasari & Meirinawati, 2017). In this context, the study of Pokdarwis Pantai Gudang Garam provides a real example of how local communities can collaborate to manage tourism resources effectively. Moreover, the group, established in 2020, has successfully maintained the continuity of the tourism site despite facing pandemic-related challenges.

This study also emphasizes the importance of sustainable tourism in Serdang Bedagai Regency, which has significant potential as a maritime tourism destination. The lack of integrated management previously led to environmental issues such as coastal abrasion and ecosystem degradation. The findings of this study present a management

model that can be replicated in other destinations facing similar challenges by studying Pokdarwis' strategies.

Finally, the discussion presented in this article aligns with the national agenda to promote collaboration between communities, governments, and the private sector in tourism management. Pokdarwis Pantai Gudang Garam has demonstrated how such collaboration can be realized at the local level. This research provides practical recommendations to enhance the effectiveness of this collaboration, including the integration of digital technology for tourism promotion and visitor data management.

The novelty of this study lies in its methodological approach, combining quantitative data presentation with qualitative analysis. Through this approach, the research not only explores the in-depth narratives of Pokdarwis members but also analyzes patterns and trends that offer a holistic view of the impact of the strategies implemented. This enables the study to produce findings that are both academically relevant and practically applicable. This mixed-descriptive qualitative approach builds on the standard case study method by using continuous visitor trend data as a form of empirical triangulation that hasn't been used much in Pokdarwis research before.

Resilience, social capital, and local resource management have become more and more important in recent research on community-based tourism. Nevertheless, the majority of methods fail to provide an integrated model and instead focus on one aspect, be it ecological, social, or economic. While studies in Southeast Asia show how rural populations can adapt to the transition of tourism, research on rural ecotourism in Bali shows how resource management techniques might improve sustainability. Unfortunately, there is yet no all-encompassing plan for the post-crisis era that can optimize economic growth while simultaneously protecting the environment and empowering society.

By introducing an ecological-social-economic tourism model that was developed by the Pokdarwis of Gudang Garam Beach, a community-based initiative that formed

during the COVID-19 pandemic, this article aims to address this gap. While other studies have focused on resilience or sustainability independently, this one combines the two ideas into a single model. Furthermore, expanding on findings from Komunitas (Purba et al., 2023), that emphasized leadership, networks, and community rules as internal factors driving rural ecotourism entrepreneurship, this article shows how intergenerational collaboration, participatory governance, and local solidarity become crucial for sustainable tourism in Indonesia.

In contrast to earlier research that disaggregated sustainability into its ecological, economic, and social components, this article presents a holistic theoretical framework that integrates all three into a unified operational model. The sociological innovation lies in the framing of social capital, community leadership, and participatory governance as fundamental mechanisms that link ecological conservation with economic resilience. By incorporating sociological perspectives of empowerment within the sustainability framework, this study enhances community-based tourism theory.

As a theoretical contribution to the literature on community-based tourism, this paper proposes a sociological model of empowerment that, within an ecological-economic framework, combines Putnam's idea of social capital with Smelser's theory of social transformation. When previously distinct sustainability elements were included, this integration improved upon such models.

METHOD

This article is based on research that employs a descriptive qualitative approach. According to Creswell (Creswell & Creswell, 2018), this approach is very suitable for exploring complex social phenomena through in-depth data collection. This approach allows researchers to understand the social, cultural, and economic context surrounding the activities of Pokdarwis at Pantai Gudang Garam. As a flexible method, the qualitative approach also provides space for more detailed analysis of the experiences and perceptions of Pokdarwis members. Pokdarwis'

motivations, strategies, and challenges are examples of social dynamics that the qualitative descriptive method can capture and quantify. This is in line with Yin's (2018) argument that this method is very suitable for case studies where researchers want to understand phenomena in depth and in their original context. In this study, the method proved effective in revealing various aspects that influence the success and challenges faced by Pokdarwis in developing Pantai Gudang Garam.

Furthermore, according to Bryman (2008), qualitative case studies allow for an in-depth exploration of one or several units of analysis, resulting in richer and more contextual data. In the context of this research, this approach provides a more detailed understanding of the interactions between Pokdarwis members, the local community, and visitors to Pantai Gudang Garam. This approach is relevant for describing the unique social dynamics at this tourist destination. Furthermore, Flick (2009) states that qualitative methods are ideal for studying social change in small groups, such as Pokdarwis, because they can capture the unique local context.

We use data triangulation to enhance the validity and reliability of the findings. According to Denzin (2012), triangulation involves collecting data from various sources, such as interviews, observations, and document analysis, which ensures that the research results reflect reality holistically. Therefore, the application of this method is very appropriate in exploring the complexities of community-based tourism management at Pantai Gudang Garam.

Following the methodology of (Miles et al., 2018), which includes data reduction, data display, and conclusion drawing, the data were examined through a thematic coding procedure. This method made it possible to pinpoint sociological concepts like trust, group involvement, and flexible leadership as crucial forces behind community empowerment.

RESULTS AND DISCUSSION

The study's findings and discussion

section stress the significance of social capital and community involvement in promoting Pantai Gudang Garam as a tourist destination. This coastal region has been transformed into a well-known tourist destination thanks in large part to the efforts of the Tourism Awareness Group (Pokdarwis), which has been essential in building tourism infrastructure and mobilizing local resources. Specifically, this transition is in line with the results of (Astuti et al., 2023), who highlight the major importance of social capital in encouraging collective action and collaboration among players in the Karimunjawa marine tourist industry. According to the findings of the study, effective community-based tourism management is accomplished through the utilization of networks, mutual trust, and shared social norms.

In addition, the development plan of Pantai Gudang Garam is similar to the approach that is observed in the Mataram Cultural Tourism Area of Mangunan Forest Management Resort. In this area, the upgrading of infrastructure and the engagement of the community are emphasized in order to achieve sustainable growth in tourism (Muflifah & Prajanti, 2023). The effective integration of culture-based attractions and infrastructure investment has resulted in a rise in the amount of interest shown by tourists, which has resulted in economic advantages for the community in the area. It is essential for Pokdarwis, local governments, and non-governmental organizations to work together in order to overcome the issues that are associated with fundraising.

Similar approaches have been found in the growth of community-based tourism in Indonesia, where youth work and community bonding are the primary drivers of economic production in rural area (Jaya et al., 2022). These collaborations make it easier to obtain funds and assistance from the commercial sector, which helps to ensure that tourist efforts will continue to be successful. For the purpose of resolving issues and coordinating development objectives, effective communication between the community and the government is also essential.

In the research that Handaka & Cholil

(2023) conducted on the tourist industry in the Lon Malang coastal region, they found that communication systems that are both transparent and inclusive have the ability to mediate conflicts and encourage collaborative decision-making. Pantai Gudang Garam is a great example of how this idea may be effectively implemented; the town's people and administration have worked together to produce a well-rounded strategy for tourism.

The Eco-Socio-Economic Tourism Model has the potential to serve as a novel and comprehensive framework for the development of sustainable tourism, as demonstrated by the experiences gained from the numerous case studies now being discussed. This concept serves the multidimensional requirements of local communities while simultaneously fostering the enduring viability of tourism. It does this by merging ecological protection, social integration, and economic empowerment.

Background of the Formation of Pokdarwis Gudang Garam Beach

Tourism Awareness Group (Pokdarwis) was founded at Gudang Garam Beach in 2020 in response to a mix of social, economic, and environmental issues. The local community's concern over the deterioration of the environment as a result of coastal erosion and the improper management of natural resources was the primary impetus for the action. This fits with what Astuti et al. (2023) found, which was that social capital is important for encouraging group action to boost the growth of sustainable tourism in Karimunjawa. Building a strong base for community-based tourism management that is based on trust, mutual understanding, and common standards requires the use of local networks.

Table 1, located below, details the membership of Pokdarwisantai Gudang Garam. As a result of the community's collec-

Table 1. Organizational Structure of Pokadarwis Pantai Gudang Garam

Name	Role of Membership	Length of Membership
Suhardi	Chairmen	4 years
Ilyas	Vice Chairmen	4 years
Sunardi	Secretary	4 years
Suhartono	Vice Secretary	4 years
Ponijo	Financial Coordinator 1	4 years
Syafrina Sari	Financial Coordinator 2	4 years
Rudi	Members	4 years
Hasan	Members	4 years
Ucok Siregar	Members	4 years
Zailani	Members	4 years
Anto	Members	4 years
Kahrisma Meilia S	Members / Adminstrative Staff	4 years
M. Iqbal	Members	4 years
Aidil Arvaliansyah	Members	4 years
Ardi Wijaya	Members	4 years
Nadia Putri	Members	4 years
Riki	Members	4 years
Gilang Apriandi	Members	4 years
Dewi Bulan	Members	4 years

tive knowledge on the significance of their involvement in the preservation and advancement of local resources, the effort to organize the Pokdarwis Pantai Gudang Garam was driven by the community. In the context of this discussion, we are referring not only to natural resources but also to human ones. This signifies a societal shift, wherein the community perceives itself as the primary agent in overseeing tourism potential.

According to Nurmayasari & Meirinawati (2017), community participation is the key to success in the development of community-based tourism. The formation of this Pokdarwis is also influenced by the need to address environmental challenges, such as erosion that threatens the sustainability of coastal areas. The community's decision to join this group reflects an adaptation strategy to social and environmental changes. In this context, Smelser's (2013) theory of social change can be used to understand how society responds to external pressures through the formation of community-based organizations. Smelser's theory of social change that is relevant in the context of the formation of Pokdarwis highlights how society responds to external pressures by creating adaptive structures such as community-based organizations. Smelser also states that social change is often triggered by structural pressures or sudden changes in the external environment, such as natural disasters, economic crises, or technological changes. In that case, society will use mechanisms for adaptation, such as figuring out problems as a group, making new structures, finding new ways to work with others, coming up with new ideas, and finding a new balance (Smelser, 2013).

Not only did environmental concerns play a role in the development of Pokdarwis, but the economic potential of Gudang Garam Beach also played a key role in the process. People in the area saw potential in tourism as a way to improve their standard of living, provide employment opportunities, and stimulate the wider economy. A similar phenomena was highlighted by Jaya et al. (2022) in their research on the growth of rural tourism in Indonesia. In their study, they found that community bonding and youth

engagement had an important role in increasing rural economic production.

Furthermore, an organizational structure based on participatory principles presents unique advantages. The organizational structure with the involvement of various layers of society in the membership of Pokdarwis, from youth to adults, creates a space for intergenerational collaboration. This is in line with the findings of Paramitha et al. (2020), which emphasize the importance of diversity in group structures to support innovation and sustainability.

Diversity in the structure of the Pokdarwis organization not only creates a space for intergenerational collaboration but also encourages the transfer of knowledge and experience among members. The older generation can share experiences related to local traditions and practices, while the younger generation brings technological innovations and new approaches to tourism management. A similar thing is happening in Nglanggeran Tourism Village, Yogyakarta, where people of all ages are involved in the Tourism Awareness Group. This has helped come up with new tourism products based on local culture and digital technology, like creating community-based tourism apps (Junaid & Salim, 2019).

In addition, this diversity also contributes to the improvement of the group's adaptive capacity to external environmental changes. A study in tourism communities in Thailand shows that cross-generational involvement in community-based organizations strengthens the group's resilience to challenges such as climate change and economic fluctuations. The younger generation, who have access to modern education and technology, are able to bring new perspectives to tackle these challenges, while the older generation offers stability and local knowledge as a foundation in decision-making (Kontogeorgopoulos et al., 2014) but in the midst of this explosive expansion of conventional tourism, a less recognized story has recently emerged. Due to the efforts of researchers, environmental activists, non-governmental organizations, and public officials, community-based tourism (CBT).

Another relevant phenomenon can be seen in the tourism community in Fiji, where cross-generational participation in ecotourism management has successfully created a balance between environmental preservation and economic development. The older generation leads in the preservation of local ecosystems, while the younger generation focuses on digital marketing and building international tourism networks. This shows that diversity in group structure not only strengthens internal collaboration but also enhances the community's competitiveness at the global level (Scheyvens & Biddulph, 2018) it is important to consider how to make tourism, one of the world's largest industries, more inclusive. This concern is set in the context of, first, the growing use of tourism as a tool for social integration in Europe, not least in relation to making refugees welcome, and second, new expectations in the sustainable development goals (SDGs).

Because of this, Pokdarwis Pantai Gudang Garam's organizational structure, which includes different levels of society, can be seen as a great way to promote new ideas, long-term success, and competition in community-based tourism management. This reinforces the argument that diversity is not only a complementary element but also a key to the organization's success in achieving long-term goals.

The formation of Pokdarwis was also greatly influenced by sociological factors. A strong feeling of community togetherness and a readiness to work together toward a shared objective played a significant role in the formation of this group. Community connection and adaptive collaboration led to deeper sociological processes of empowerment, which are reflected in this collective participation. According to Mutiani et al. (2022), the development of sustainable local tourism in Kampung Hijau, Banjarmasin, is dependent on the establishment of social capital through bonding and bridging. These social links encourage collaboration, the exchange of information, and collective accountability, all of which are necessary for the implementation of community-based tourism programs to be successful. Another

important finding from this study shows that participatory management through Pokdarwis successfully increased the number of tourist visits by 40% in the second year after the formation of the group (Table 2).

Table 2. The Development of Tourist Visits at Gudang Garam Beach After the Formation of Pokdarwis

Year	Number of Tourist Visit	Percentage Increase
Before 2020	5.000	-
2020	6.250	25%
2021	8.500	36%
2022	11.200	32%
2023	14.500	29%
2024	18.000	24%

This is similar to the study conducted in Penglipuran Village, Bali, where Pokdarwis also played an important role in transforming the village into a tourist destination favored by both local and international tourists (Nugraha et al., 2022). In the context of Penglipuran Village, the active involvement of the community in maintaining traditions and environmental cleanliness is the main factor that enhances its tourist appeal. On the other hand, Pokdarwis at Gudang Garam Beach employs a similar strategy through participatory management to promote a sustainable local ecosystem, which has resulted in an increase in tourist visits. Both cases show that the success of community-based management greatly depends on the ability to adapt strategies to local social and cultural conditions.

Outside of Indonesia, community-based tourism also exhibits this phenomenon. For example, in South Korea, the CBT approach has successfully integrated popular culture with local tourist destinations. Through the involvement of local communities in the management and promotion of destinations, South Korea has created a tourism ecosystem that empowers them. This not only increases community participation in social life but also encourages local economic growth and cultural preservation.

The integration between community-based tourism and content tourism has brought significant benefits to South Korea in advancing the tourism industry and introducing Korean culture to the world (Setyaningsih & Latifah, 2023).

Additionally, as reported on a news website (Travel and Tour World), it was stated that the CBT market in the Asia-Pacific region, including countries such as China, Japan, and India, is projected to experience significant growth (World, 2024). This increase is driven by tourists' demand for authentic and sustainable travel experiences that emphasize cultural preservation and local community empowerment ("The Boom of Community-Based Tourism in the Asia-Pacific: How Sustainable Travel is Driving Growth in China, Japan, and India in 2024").

In this context, Pokdarwis Pantai Gudang Garam's strategy, which is based on getting the local community involved, seems like it could be used as a model in other places. The main difference lies in the local adaptation approach that takes into account the local geographical, social, and economic conditions. Next, when looking into what led to the Gudang Garam Beach Pokdarwis being started by the local community in 2020, during the COVID-19 pandemic, several contributory factors were found. The main factors are (a) Ecological Awareness, which is the community's response to the damage to the coastal ecosystem due to abrasion; (b) Economic Opportunities, which is the emergence of collective awareness among the local community regarding the potential for optimizing tourism opportunities that are expected to increase the local community's income; and (c). Community Support: The formation of Pokdarwis is primarily driven by the sense of solidarity among the local community.

In addition to those three main factors, there are several other supporting factors that also underlie the formation of Pokdarwis at Pantai Gudang Garam. Other supporting factors that also underlie the formation of Pokdarwis at Pantai Gudang Garam are: (a). The adaptation to social and economic

changes, particularly the COVID-19 pandemic, served as a catalyst for the formation of groups such as Pokdarwis. The community's awareness that managing local resources can be a solution to address the economic impact of the pandemic has driven the formation of this group. This is in line with the study by Brouder et al. (2020), which found that tourist communities that were able to adapt during the crisis showed higher resilience in facing global economic challenges.

Next, (b). The need to maintain local identity—in this context, the formation of Pokdarwis—is also influenced by the community's efforts to preserve their cultural identity through local-based tourism management. This is reflected in the study by Kritayaruangroj et al. (2023), which emphasizes the importance of community-based tourism in preserving local cultural traditions and environments in rural destinations. Furthermore, Sari et al. (2022) present an eco-humanist tourism paradigm that underscores Pokdarwis' strategy to combining environmental protection with human-centered growth. This paradigm assures that tourist development does not jeopardize ecological integrity or social well-being, supporting long-term sustainability.

Gudang Garam Beach's community-based ecotourism development plan is similar to effective techniques seen in Mangunan Forest Management Resort's Mataram Cultural Tourism Area (Muflihah & Prajanti, 2023). In all situations, focusing on infrastructure enhancement, cultural preservation, and local participation has resulted in higher visitor pleasure and economic benefits.

The establishment of Pokdarwis at Gudang Garam Beach offers a holistic paradigm of sustainable tourist development by combining ecological, social, and economic approaches. This effort not only solves current environmental and economic concerns, but it also establishes the foundation for long-term community empowerment and cultural preservation. The combination of local knowledge, external support, and strategic planning guarantees that Gudang Garam Beach continues to be a viable and appealing destination for future generations.

A sociological process of adaptation and creativity, such social arrangements show that empowerment is more than just an economic outcome. These results are in line with the social capital proposed by Putnam (2000) and the theory of social change put out by Smelser (2013), both of which describe how new collective structures arise in reaction to opportunities and crises. Adaptive social mechanisms reshape community interactions in a way that promotes sustainability, and Pokdarwis exemplifies this.

The sociological analysis of the empowerment process of Pokdarwis Pantai Gudang Garam reveals a complex web of interplay between social capital, participatory leadership, solidarity, and cross-generational cooperation. Trust and shared norms enhance collective action, whereas participatory decision-making promotes a sense of responsibility among members. Community solidarity, grounded in local cultural values of cooperation (*gotong royong*), enhances resilience in times of crisis, including the COVID-19 pandemic. Intergenerational collaboration promotes social learning by integrating traditional ecological knowledge with digital innovation. The sociological factors collectively establish the structural foundation that facilitates community empowerment and sustainable tourism governance in Pokdarwis Pantai Gudang Garam.

Strategy for Optimizing Tourism Development

The tourism development strategy is an important component in guaranteeing the sustainability and attraction of tourist sites. Pokdarwis has adopted a multifaceted strategy at Gudang Garam Beach, which includes local community participation, good resource management, and strong partnerships with external parties. These strategies not only capitalize on local characteristics but also promote long-term tourism growth.

The tourism development strategy is crucial for ensuring the viability and appeal of tourist destinations. These approaches

have their origins in sociological empowerment mechanisms, such as trust-based coordination, adaptive leadership, and collective involvement, which empower local actors to turn community values into sustainable practices. Participation from the local community, efficient use of resources, and solid partnerships with other parties are all parts of Pokdarwis's multi-pronged approach at Gudang Garam Beach. These initiatives leverage local attributes while fostering sustainable tourism development.

Infrastructure Improvement.

The enhancement of tourism infrastructure, including improved accessibility and upgraded facilities is a significant first step. Pokdarwis Pantai Gudang Garam initiated this process by constructing a temporary bridge using wood and bamboo to replace a road damaged by abrasion. As shown in Table 3, this infrastructural intervention resulted in a notable increase in tourist visits: from 5,000 visitors before repairs to 6,250 in 2020 (a 25% increase), 8,500 in 2021 (a 36% increase), 11,200 in 2022 (a 32% increase), 14,500 in 2023 (a 29% increase), and 18,000 in 2024 (a 24% increase).

These data provide compelling evidence that even interim infrastructural improvements can markedly enhance visitor comfort and overall destination appeal. Vitriani et al. (2017) support this observation by demonstrating that rural infrastructure enhancements significantly contribute to increased tourist numbers. Similarly, the temporary closure and subsequent infrastructure upgrades at Boracay Beach in 2018, which led to improved environmental conditions and higher tourist satisfaction (Maming et al., 2021), further reinforce the effectiveness of such strategies. The theoretical framework of participatory development (Telleria, 2021) also suggests that involving local communities in the planning and implementation of infrastructure projects fosters long-term ownership and sustainable management.

Table 3. Increase in Tourist Visits After Infrastructure Improvements

Year	Number of Tourist Visit	Percentage Increase
Before 2020	5.000	-
2020	6.500	30%
2021	9.100	40%
2022	12.500	37%
2023	15.700	26%
2024	19.000	21%

Participatory Management Through Entrance Tickets.

Another key strategy is the participatory management of entrance ticket revenues. At Gudang Garam Beach, revenue from entrance tickets is allocated to facility improvements and environmental conservation (see Table 4). This approach not only ensures a steady funding stream for maintenance and future enhancements but also deepens community involvement in tourism management. The integration of revenue management with community participation reflects the principles of Social Capital Theory (Putnam, 2000), which posits that strong local networks and trust facilitate collective action. Such a model enables communities to directly invest in their own development, thereby strengthening local ownership and ensuring that economic benefits are reinvested back into the tourism product.

Training and Capacity Development. Capacity building is also a vital element in optimizing tourism development. Pokdarwis enhances the skills of its members through targeted training programs in tourism management, digital promotion, and customer

service. Andjanie & Suhirman (2023) found that similar capacity-building initiatives in Nglanggeran Tourism Village, Yogyakarta, led to a 40% increase in tourist visits within one year. Likewise, research by Quang et al. (2023) in Vietnam demonstrates that intensive training of local communities improves destination competitiveness and service quality. This process aligns with the tenets of Social Capital Theory (Putnam, 2000) and the participatory development framework (Telleria, 2021), which argue that building human capital through training and knowledge sharing enhances collective efficacy and sustainable economic growth.

Overall, the strategy for optimizing tourism development at Gudang Garam Beach illustrates the enormous potential of community-based tourism. By integrating targeted infrastructure improvements, participatory revenue management, and comprehensive capacity building, Pokdarwis has developed a sustainable management model that not only boosts local economic development but also preserves cultural heritage and environmental integrity. The empirical evidence from Table 3, alongside the theoretical insights provided by Telleria (2021) and Putnam (2000), confirms that community-based strategies can serve as a powerful catalyst for sustainable tourism development.

Obstacles and Solutions

Despite the significant progress made by the Pokdarwis of Gudang Garam Beach, various challenges remain in the way of achieving long-term tourism development. To achieve long-term success, these difficulties must be addressed through strategic collaboration and the use of applicable theoreti-

Table 4. Increase in Tourist Visits After Infrastructure Improvements

Year	Entrance Ticket Revenue (Rp)	Allocation for Facility Development (%)	Allocation for Conservation (%)
Before 2020	20.000.000	30%	20%
2020	30.000.000	35%	25%
2021	40.000.000	40%	30%
2022	50.000.000	45%	35%
2023	60.000.000	50%	40%
2024	20.000.000	30%	20%

cal frameworks.

Financing Limitations.

One of Pokdarwis' key issues is a lack of financing for infrastructure improvements and facility development. This constraint frequently hinders efforts to improve the visitor experience while also maintaining environmental sustainability. To address this, Pokdarwis Pantai Gudang Garam employs innovative solutions through strategic collaborations with local governments, non-governmental organizations (NGOs), and the corporate sector. These multisectoral collaborations not only assure long-term funding, but they also improve managerial efficiency.

A similar approach was successfully adopted in Yogyakarta's Nglanggeran Tourism Village, including funding from government programs such as the Village Fund and cooperation with private enterprises through Corporate Social Responsibility (CSR) efforts (Boemiya et al., 2023). This highlights the significance of cross-sector collaboration in infrastructure development and the expansion of tourism destinations.

In the example of Sinjai Regency, Indonesia, Hermansyah et al. (2021) discovered that government engagement still dominates tourism development, with low participation from the community and private sector. This emphasizes the importance of a collaborative paradigm in which the government, community, and corporate sector work together to achieve long-term tourist development goals. The Policy Brief on Community-Based Tourism emphasizes the importance of such collaborative efforts, stating that synergy among various stakeholders is critical to success (Bizri et al., 2019).

Social Capital and Community Participation

Social capital is extremely important in tourism growth. The instance of Kariunjawa Maritime Tourism exemplifies how strong social networks, trust, and collective effort promote successful tourism ventures. This is consistent with the Social Capital Theory (Putnam, 2000), which states that bonding, bridging, and linking social capital

are critical for collective efficacy and sustainable development.

In the Mataram Cultural Tourism Area, community involvement through cooperatives has proven effective in managing and growing ecotourism sites (Mufliah & Prajanti, 2023). This participative strategy ensures that local communities profit directly from tourism while preserving cultural and environmental integrity.

Communication and Coordination

Effective communication between government agencies and local people is essential for the successful execution of tourism programs. Research on the development of the Lon Malang Coastal Tourist Destination in Sampang Regency illustrates the difficulties caused by miscommunication and competing interests among stakeholders (Handaka & Cholil, 2023). Addressing these difficulties necessitates open conversation and consensus building in order to align the goals of all parties concerned.

Eco-Humanist Perspective

Dusun Semilir in Semarang illustrates how ecological and humanist concepts can be integrated into tourism development (Sari et al., 2022). This approach highlights the importance of balancing environmental sustainability with human needs, ensuring accessibility and inclusion for all visitors.

Sociological Dimensions of Community Empowerment

From a sociological perspective, Pokdarwis Pantai Gudang Garam's empowerment illustrates how social capital, local leadership, and adaptable frameworks interact. To coordinate their efforts across generations, the group relied on Putnam (2000) Social Capital Theory, which emphasized the need for trust and communal norms. Additional explanation for how community adaptation through new organizational forms like Pokdarwis was inspired by structural pressures, including the pandemic-induced economic crisis, is offered by Smelser (2013) theory of social change. New research supports

these patterns: Purba et al. (2023) highlights the importance of leadership, networks, and rules as internal factors that impact rural ecotourism entrepreneurship in West Java; Díaz-Pinzón et al. (2024) points out the significance of leadership and community rules in tourism governance based on socioeconomic status; and Chen et al. (2024) and there is still insufficient research exploring related effective analytical frameworks and ideas. Transformation adaptation is widely used in the field of disaster research as a concept of dynamic systems' evolutionary development, emphasizing fundamental changes in the structure or function of systems and promoting equity and justice for communities in social-ecological systems. This paper critically reviews and synthesizes the literature on adaptation to construct an evaluation framework of transformative adaptation of social-ecological systems. This framework is applied to the analysis of the adaptive process, capacity, and outcomes of rural tourism transformation in different cases of Shaanxi Province, China. The results were as follows: (1) shows how rural tourism responds and transforms when viewed through the lens of socioeconomic status. This study demonstrates that sociological drivers are central, rather than peripheral, in shaping sustainable community-based tourism models by situating the Gudang Garam case within these frameworks.

CONCLUSION

The study on the Eco-Socio-Economic tourist model implemented by the Tourism Awareness Group (Pokdarwis) at Pantai Gudang Garam provides a comprehensive and integrative approach to sustainable tourist development. This model, which is constructed on three interrelated pillars: ecological conservation, social empowerment, and economic optimization, shows the significance of balancing environmental sustainability, community involvement, and local economic growth. With the adoption of this concept, the local community has been empowered to actively participate in the management of tourism resources, assuring both environmental preservation and equal

economic advantages.

The model's ecological component emphasizes efforts to restore ecosystems and educate people about environmental issues. Activities like mangrove planting, beach erosion control, and community-driven garbage management demonstrate a strong dedication to protecting the natural environment while also boosting awareness of sustainable practices among tourists and locals. These initiatives not only improve the region's ecological health but also contribute to the long-term viability of the tourism industry.

The social model highlights the need for community involvement and capacity building in tourist management. By promoting local community in planning, decision-making, and operational activities, the model develops a sense of ownership and shared responsibility. Training programs in tourism services, digital marketing, and financial management help to increase community abilities, allowing people to contribute more effectively to the development and promotion of the tourist destination. This strategy has also helped to improve social cohesiveness and reduce internal tensions through participatory governance and effective communication.

The economic pillar emphasizes the need for open revenue management and economic diversity. By investing a major amount of admission ticket proceeds in infrastructure development and environmental conservation, the strategy ensures a consistent flow of resources for long-term growth. Furthermore, encouraging local companies, such as food sellers and visitor lodges, increases community income and offers new job opportunities, strengthening the local economy.

This model's effectiveness is demonstrated by a considerable rise in tourist visitation as well as an overall improvement in tourism infrastructure and services. It serves as a model for other community-based tourism programs, illustrating how an integrated strategy may address environmental, social, and economic issues while supporting sustainable development. The Eco-Socio-Economic Tourist Model promotes collaboration between local communities, govern-

ment agencies, and private stakeholders, paving the path for more inclusive and resilient tourist management practices.

Finally, the instance of Pokdarwis Pantai Gudang Garam demonstrates the transforming power of community-based tourism when motivated by ecological integrity, social solidarity, and economic innovation. This concept not only improves the appeal and sustainability of tourism places, but it also strengthens local communities' ability to manage and benefit from their natural and cultural assets. As a result, it provides useful insights for policymakers and practitioners working to create sustainable tourism frameworks that promote local engagement and long-term impacts.

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