

Evaluating the Implementation of the Asset-Based Community Development (ABCD) Approach in Sustainable Tourism Development at Pantai Gumuk Kantong, Muncar

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ABSTRACT

Community-based tourism is often confronted with challenges related to destination self-reliance and sustainability. This study aims to evaluate the implementation of the Asset-Based Community Development (ABCD) approach in the development of sustainable tourism at Pantai Gumuk Kantong, Banyuwangi Regency. The study employed a descriptive qualitative method with an outcome evaluation approach. The findings indicate that the ABCD approach was implemented through four main stages including discovery, dream, design, dan deliver. The outcome evaluation revealed that the approach generated positive impacts on both economic and socio-cultural aspects. Economically, tourism development increased community income, created employment opportunities, and provided alternative livelihoods for local fishermen. From a socio-cultural perspective, tourism management strengthened community participation, enhanced the sense of ownership toward the destination, and supported the preservation of local traditions. However, environmental challenges remain, particularly in the management of final waste disposal, due to limited facilities and financial resources for waste processing.

Keywords: *Asset-Based Community Development (ABCD), Sustainable Tourism, Community-Based Tourism, Evaluation, Pantai Gumuk Kantong*