

**Analysis of Tourism Management at Pantai Cemara, Jember Regency, Using
a Community-Based Tourism Approach**

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ABSTRACT

Community-Based Tourism (CBT) is a tourism destination development model that involves and position local communities as the main actors in tourism activities. The development of CBT needs to be supported by various management aspects and the implementation of appropriate criteria to ensure sustainability. Cemara beach is one of the coastal tourism destinations in Jember Regency that involves local communities in various tourism activities. The community plays a role as service providers, including parking managers, toilet and swimming pool facility operators, boat and horse rental providers, as well as food and beverage vendors to support tourism activities. This study employed a descriptive qualitative method using the ASEAN Community-Based Tourism Standard 2022 as the analytical framework. Data were collected through observation, interviews, with business operators at Cemara Beach, documentation, and literature review. The results indicate that the management of Cemara Beach has implemented several CBT principles, particularly in terms of local community involvement, distribution of economic benefits, and the preservation of cultural and environment resources. However, several criteria have not yet been implemented optimally, especially those related to institutional management, tourism service quality, safety, partnerships, and the utilization of technology. Therefore, strengthening community institutions, enhancing human resource capacity through training and mentoring, and developing a more structured tourism management system are necessary to support the sustainable development of Cemara Beach in accordance with the principles of Community-Based Tourism.

Keywords: community-based tourism, ASEAN CBT standard 2022, tourism development, cemara beach.