

***Strategies for Optimizing Community-Based Tourism (CBT) Management in
Ranupani Tourism Village, Lumajang***

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ABSTRACT

This study aims to examine the implementation of Community-Based Tourism (CBT) management and formulate strategies to optimize Community-Based Tourism (CBT) management in Ranupani Tourism Village, Lumajang Regency. This study employed a qualitative descriptive approach using observation, interviews, documentation, and literature review as data collection techniques. The research informants consisted of the village government, the Tourism Awareness Group (Pokdarwis), local communities, MSME actors, and tourists selected through purposive sampling. Data were analyzed using the Miles and Huberman model, which includes data reduction, data display, and conclusion drawing. The findings indicate that the implementation of Community-Based Tourism (CBT) management in Ranupani Tourism Village has been carried out but has not yet been optimal. Based on the 7A analysis, the aspects of tourist attractions, institutional support, and accommodation have been implemented well, while accessibility, tourism facilities, tourism activities and tour packages, and hospitality still require improvement. The CBT analysis shows that community empowerment, cultural preservation, and institutional aspects have been implemented well, whereas community participation, economic benefits, and environmental conservation need to be strengthened. Based on the SWOT analysis, the recommended strategies include strengthening collaboration among stakeholders, developing tourism products and tour packages based on local potential, improving tourism facilities and hospitality, and optimizing digital promotion. These strategies are expected to support sustainable tourism management and enhance the welfare of the local community in Ranupani Tourism Village.

Keywords: *community-based tourism, ranupani tourism village, tourism management, optimization strategy, SWOT*