

Analysis of the Implementation of COMMUNITY-BASED TOURISM (CBT) in Coffee Agrotourism: A Case Study of Sukorejo Village, Sumberwringin District, Bondowoso Regency

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ABSTRACT

The development of coffee agro-tourism in Sukorejo Village, Sumberwringin, Bondowoso Regency represents an effort to integrate the agricultural and tourism sectors through a COMMUNITY-BASED TOURISM (CBT) approach, which positions the local community as the primary stakeholder in managing agrotourism activities. This study aims to analyze community participation and the implementation of the CBT concept in the management of coffee agro-tourism in Sukorejo Village. A descriptive qualitative approach was employed, with data collected through observation, in-depth interviews, and documentation. The research informants consisted of agro-tourism managers and local community members. Data were analyzed using the stages of data reduction, data display, and conclusion drawing. The findings indicate that CBT has been implemented across five main dimensions: economic, social, cultural, environmental, and political. The economic dimension has generated the most significant impact by increasing the income of coffee plantation owners and micro, small, and medium enterprises (MSMEs), while also creating tourism-based business opportunities. In the social and political dimensions, community participation has been established through the Tourism Awareness Group (Pokdarwis); however, participation remains uneven and is still dominated by certain groups. Meanwhile, the cultural and environmental dimensions have been realized through the preservation of local traditions and the utilization of Arabica coffee as the village's main tourism potential, which also contributes to maintaining the environmental sustainability of the tourism area. Overall, the implementation of CBT in Sukorejo Coffee Agrotourism has provided benefits to the local community. Nevertheless, greater community participation, stronger institutional capacity, and a more equitable distribution of benefits are still needed to ensure the long-term sustainability of community-based tourism.

Keywords: COMMUNITY-BASED TOURISM (CBT), coffee agrotourism, community participation, COMMUNITY-BASED TOURISM implementation, Sukorejo Village.