

***Strengthening Strategies of the Tanoker Learning Community (KBT) in
Developing Community Based Tourism (CBT) at Tanoker Tourism Destination,
Ledokombo District, Jember Regency***

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ABSTRACT

This study examines the role of the Tanoker Learning Community (KBT) in Tanoker, Ledokombo Village, Jember, in the development of Community Based Tourism. KBT manages seven tourism destinations by involving local communities as the main actors, yet participation remains uneven as tourist visits are still concentrated in the Tanoker core area. This study employs a qualitative method through interviews, observation, and documentation, analyzed using SWOT analysis and the 10 ASEAN CBT principles. The findings show that five CBT principles have been fully achieved, while the other five still face challenges related to coordination among destinations and limited management capacity. Mapping through the 7D model and the empowerment stages indicates that KBT has matured in building relationships and capacity, yet collective empowerment and decision-making across destinations still require further strengthening. Strengthening strategies include integrated tourism packages, digital marketing training, optimization of the Egrang Festival, and routine coordination among destinations to reinforce KBT as a sustainable model of community based tourism.

Keywords: Tanoker Learning Community (KBT), Community Based Tourism (CBT), ASEAN CBT Standards, SWOT Analysis, Community Participation, Ledokombo