

INTEGRATING COMMUNITY-BASED ECOTOURISM AND THE PENTA HELIX MODEL FOR SUSTAINABLE TOURISM DEVELOPMENT: A PROPOSED CONCEPTUAL FRAMEWORK

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Abstract: *This study explores the integration of Community-Based Ecotourism (CBET) with the Penta Helix model to enhance sustainable tourism development. The Penta Helix model, comprising Academia, Business, Community, Government, and Media, provides a robust framework for stakeholder engagement in tourism. Sustainable tourism seeks to enhance the standard of living by conscientiously utilizing and conserving natural and cultural resources. This research highlights the importance of stakeholder collaboration, community empowerment, and the balanced involvement of all parties in tourism operations. Key aspects such as environmental sustainability, economic viability, and educational and promotional efforts are emphasized. The study analyzes the potential of Cibuntu village for sustainable tourism, examines the roles of various stakeholders, and investigates the perceptions and preferences of the local community. The findings suggest that the integration of the Penta Helix model with CBET can effectively foster sustainable tourism practices, contributing to local economic growth, cultural preservation, and ecological conservation. This approach provides a comprehensive understanding of how CBET can be implemented in rural tourism development, ensuring long-term benefits for all stakeholders involved in the tourism ecosystem.*

Keywords: *Community Based Ecotourism, Stakeholder, Penta helix, Sustainable Tourism*

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1. Introduction

Tourism activities serve as a primary revenue stream, particularly in developing nations like Indonesia. In 2018, Indonesia's tourism operations contributed Rp 890,428.8 trillion to its GDP, accounting for 10.4% of the total. According to the WTTC report, Indonesia is placed ninth. This accomplishment enhances Indonesia's standing in the tourist industry as a key economic player (Sabandar, 2018). Indonesia's natural and cultural tourism, commonly known as ecotourism, is a significant draw for travelers. Ecotourism plays a significant role in Indonesia's tourism sector and has long been involved, particularly in conservation areas such as national parks, forest parks, and nature tourism sites. Ecotourism utilizes natural resources in the form of scenery, habitats, species, and landscapes, as well as diverse cultural activities such as traditional ceremonies and dances that are worth witnessing. The development of tourist attractions, both natural and cultural, requires special attention (Yanuar, 2017).

Ecotourism exemplifies the harmonious coexistence of commerce and nature. Within this particular framework, the establishment of tourist villages has emerged as a strategic option for the advancement of tourism (Cobbinah, Amenuvor, Black, & Peprah, 2017). The Minister of Home Affairs Regulation Number 33 of 2009 provides instructions for the promotion of ecotourism, urging local governments to actively engage in this growing trend in Indonesian tourism. This regulation states that ecotourism is a regional superior sector that has not yet been optimally developed. Ecotourism areas bring benefits to the community, such as increased income, job opportunities, and business opportunities. Community-based ecotourism (CBET) represents a rural development approach through the tourism sector that contributes to environmental conservation by actively involving local communities and various groups as managers. This ensures that assets within ecotourism can be sustainably maintained. The development of ecotourism prioritizes community empowerment, with the aim of socio-economic empowerment and enhancing the value of tourism experiences, particularly for tourists. Research conducted by Goodwin (2020) has revealed that community-based ecotourism has a beneficial effect on local economies. CBET involves stakeholders such as tourists, suppliers, local governments, accommodation providers, travel agents, local communities, and ecological groups. This indicates the presence of competing interests among different stakeholders during the decision-making process. The complexity of ecotourism, along with the diverse and multidimensional aspects of stakeholders, leads to varied perspectives and interests (Cobbinah et al., 2017). Recent research has emphasized the significance of Community-Based Ecotourism (CBET) in attaining sustainable tourism growth and its function in safeguarding cultural and natural heritage (Wearing & Neil, 2020). Furthermore, the active participation of local communities in CBET has been shown to enhance local governance and foster a sense of ownership and pride among residents (Zhuang, Yao, & Li, 2019). Thus, the effective implementation of community-based ecotourism requires the balancing of diverse stakeholder interests and the integration of local community perspectives into tourism planning and management (Giampiccoli & Saayman, 2018).

2. Literature Review and Hypothesis Development

Sustainable Tourism

Sustainable tourism is a complex idea that highlights the importance of achieving a balance between environmental, social, and economic factors in order to reduce negative effects and increase advantages for local populations and the environment (Kurniawan, 2024). It entails the advancement of tourist endeavors in a manner that upholds indigenous cultures, enhances heritage, and safeguards the welfare of host communities (Emrizal & Primadona, 2020). Sustainable tourism policies are essential for directing the industry towards sustainability. They address several aspects such as stakeholders, implementation strategies, climate policies, indicators, planning, and concepts (Guo et al., 2019). The literature highlights the trade-off between sustainability and competitiveness in tourism development, emphasizing the need for new insights to enhance the competitiveness of sustainable tourism (Štreimikienė et al., 2020).

Research has indicated that sustainable tourism should prioritize sustainable development over an extended period of time, taking into account environmental, economic, and socio-cultural aspects (Jahan & Rahman, 2016). Developing tourism in alignment with society, the economy, resources, and the environment is crucial, as it demonstrates the practical implementation of sustainable concepts in the industry (Wu et al., 2022). Sustainable tourism aims to achieve a harmonious balance between economic, social, and environmental factors, ensuring a positive experience for all parties involved, including local communities, tourism enterprises, and tourists (Slivar, 2018).

Furthermore, sustainable tourism plays a vital role in reducing the negative effects of tourism and promoting sustainable development in tourist places (Venugopalan, 2021). The approach is all-encompassing and seeks to tackle the social, environmental, and economic challenges linked to the tourism industry (McCool et al., 2001). In order to achieve long-term sustainability and beneficial outcomes for all stakeholders, it is crucial for sustainable tourism planning to prioritize the involvement of the community as a central focus (Gidebo, 2019). In addition, the idea of sustainable tourism has developed throughout time, in line with the wider concepts of sustainable development, and emphasizes the significance of reducing negative environmental effects (Horobin & Long, 1996).

Marketing Tourism

Tourism marketing plays a crucial role in promoting destinations, attracting visitors, and guaranteeing the long-term viability of the tourism industry. According to Jamroz (2007), sustainable tourism marketing models have arisen as a fundamental change in approach, aiming to incorporate tourism into a comprehensive framework. The focus is on promoting a high standard of living for all individuals and groups involved. It is essential to highlight sustainability in tourist marketing to effectively convey the significance of sustainability in the future of the tourism industry to marketing professionals (Sonuç, 2020). Factors affecting marketing in sustainable tourism development, such as practical recommendations for tourism managers and businesses, are crucial for promoting sustainable tourism (Toai, 2024).

The analysis focuses on the marketing techniques employed by tourism destinations and enterprises to effectively manage mass sustainable tourism, prevent overtourism, and encourage sustainability in peripheral areas (Martini & Buffa, 2020). Future research directions in tourism marketing highlight the importance of reviewing relevant literature and focusing on key themes for advancing research in this field (Tsiotsou & Ratten, 2010). To assure the provision of excellent tourism products and services while upholding ethical standards, transparency, and environmental considerations, sustainable tourism marketing should prioritize high-value experiences, target specific market segments, and adhere to sustainability principles (Dewi et al., 2022).

Tourism marketing often begins with advertising, promotion, and word of mouth to attract visitors to destinations, emphasizing the need for effective marketing strategies in the tourism industry (Khuzaini, 2024). New media marketing tactics have a substantial impact on the growth of rural tourism. These strategies utilize good tourism experiences that are shared on social networking sites to improve tourism marketing efforts (Ai, 2024). The marketing value of sustainability in tourism is explored, indicating the importance of sustainability in marketing statements to promote sustainable tourism (Carvalho, 2018).

Sustainable tourism management strategies should prioritize tourism products that lead to greater industry and environmental sustainability, emphasizing the importance of sustainable practices in marketing tourism destinations (Arisanty et al., 2021). Promotional strategies are essential in marketing tourism destinations, highlighting the significance of creative marketing communication management for competitive and sustainable advantages (Permadi, 2024). Formulating marketing strategies based on local wisdom and unique experiences is crucial for branding and promoting tourism destinations effectively (Maheswari, 2023).

Community Based Tourism (CBT)

Community-based tourism is a type of tourism that places emphasis on community ownership, active involvement, cultural conservation, environmental safeguarding, and economic advantages for local communities. Sugiarto et al. (2020) conducted the study. The objective of this method is to establish a more equitable allocation of tourism revenue and actively engage local communities in the management of tourism (Kuntariningsih, 2023). Community-based tourism models entail tourism operations that are owned and administered by communities with the aim of providing broader community advantages (Simons & Groot, 2015). The JUMIATI model is a tourism management approach that prioritizes community involvement and leverages local communities in the process of tourism development (JUMIATI, 2024).

Research has demonstrated that community-based tourism efforts have favorable economic, social, and environmental outcomes, resulting in enhanced advantages through heightened community engagement (Bozdoglar, 2023). Community-based tourism aims to enhance the well-being of local communities, promote the sustainability of local culture and natural resources, and stimulate economic and industrial growth while protecting cultural heritage (Yuniati, 2023). This strategy prioritizes the local communities that are directly engaged in and impacted by the tourism industry (Dewi et al., 2019).

Community-based tourism is an enduring approach to developing destinations that provides both economic and non-economic advantages to local communities, while also promoting sustainability at the local level (Han et al., 2019). It promotes economic empowerment, supports the preservation of culture, and strengthens social cohesiveness in communities (Rahman, 2021). A study by Tasci et al. (2014) has examined the factors that support, hinder, and result from community-based tourism.



Figure 1. Community-Based Tourism (CBT) Model

Based on the diagram, it can be concluded that the community's role in tourism activities is significant and must be balanced with the roles of the government and private sector. However, in reality, the community's role remains relatively small compared to the other two stakeholders. According to Nurhidayati (2007), Community-Based Tourism (CBT) is a tool for community development and environmental conservation. In other words, CBT is a means to achieve sustainable tourism development. The main aspects of CBT development are economic, social, cultural, environmental, and political. The World Tourism Organization (WTO) outlines several principles of CBT divided into four main categories:

1. Social: Involving community members in every aspect.
2. Cultural: Improving the quality of life and fostering community pride.

3. Economic: Supporting and developing activities in every aspect, promoting cultural exchange learning within the community, and maintaining unique cultural characteristics.
4. Environmental: Ensuring sustainability within the community (Nurhidayati, 2007).

Penta Helix Model

The Penta Helix model is derived from five distinct categories referred to as the ABCGM concept: Academia, Business, Community, Government, and Media (Carayannis, Barth, & Campbell, 2012). This paradigm is a potent catalyst and a compass for emerging developments. The five techniques focus on and specialize in measuring the level of social interaction and academic exchange within a nation-state. It facilitates and illustrates a framework of collaboration in knowledge and innovation to achieve greater sustainability in development. The Penta Helix concept focuses on fostering community and academic relationships, specifically through universities, by facilitating the interchange of ideas and expertise in scientific domains (Carayannis et al., 2012).

1. According to Slamet et al. (2017), the Penta Helix model, known by the acronym ABCGM, involves Academicians, Business, Community, Government, and Media. It is used to understand stakeholder involvement in the development of a tourism business. The five components of the Penta Helix model are:
2. Academician: Academicians are a source of knowledge, offering the latest concepts and theories relevant for achieving sustainable competitive advantage. They act as conceptors to standardize business processes and skills in human resource management.
3. Business: Businesses are entities that perform business processes to create added value and sustain growth. They serve as enablers, providing necessary infrastructure.
4. Community: Communities consist of individuals who share similar interests with the developing business. Their role is to accelerate the business.
5. Government: The government is a stakeholder responsible for regulations and the development of businesses. It acts as a regulator and controller, involving all activities such as planning, implementation, monitoring, control, promotion, financial allocation, licensing, legislation, program development, public innovation policies, and support for innovation networks and public-private partnerships.
6. Media: Media stakeholders hold extensive information crucial for business development. They play a powerful role in promoting and creating a brand image.

3. Conceptual Framework

This study aims to examine the involvement of stakeholders in Community-Based Ecotourism (CBET) in the Cibuntu tourist village region in West Java, Indonesia. The study examines how these roles contribute to sustainable tourism activities, which is a crucial concept in tourism development (Ngo, Lohmann, & Hales, 2018). For sustainable tourism to be achieved, cooperation among the government, private sector, and community is essential. This can be accomplished by developing a well-structured Community-Based Ecotourism model.

The key aspects considered in this study include environmental factors, management, learning process activities, and participation. The research commences by examining the potential of the tourist village, encompassing the appropriateness and viability of tourism operations, the government's role, and community engagement. Subsequently, it analyzes the way in which people perceive and prioritize active community involvement as a means to assess the sustainability of tourism. These aspects are summarized to understand stakeholder participation using the Penta Helix model, which includes Academia, Business, Community, Government,

and Media, as their involvement in realizing the CBET concept (Carayannis, Barth, & Campbell, 2012).

The findings of this investigation will yield judgments regarding the progress of community-based tourism in Cibuntu village (Slamet et al., 2017). The project seeks to achieve a complete understanding of how Community-Based Ecotourism (CBET) can be successfully incorporated into rural tourism development. This understanding will contribute to the promotion of sustainable tourism practices and the empowerment of local communities (Nurhidayati, 2007).

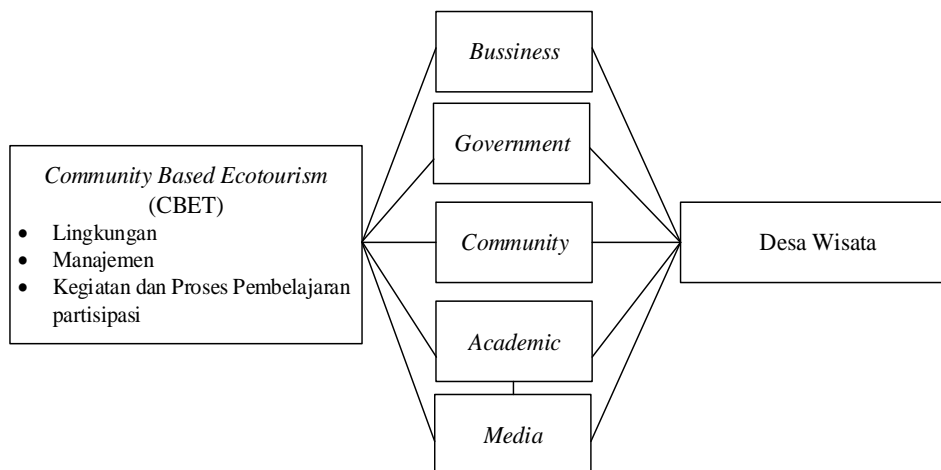


Figure 2. Proposed Conceptual Framework

4. Conclusion and Implications

The research and evaluations on Community-Based Ecotourism (CBET) and sustainable tourism highlight the crucial significance of stakeholder participation in attaining sustainable tourism development. Sustainable tourism is a coordinated endeavor aimed at improving the overall well-being of society by responsibly utilizing natural and cultural resources. This requires the active participation of different stakeholders, such as the government, corporate sector, and local communities, in a balanced manner. The Penta Helix model, consisting of Academia, Business, Community, Government, and Media, offers a complete framework for comprehending and promoting stakeholder involvement in the development of tourism. By integrating the Penta Helix model with CBET, it is possible to enhance community participation, optimize local economic benefits, and ensure the sustainability of tourism practices.

The implications of integrating Community-Based Ecotourism (CBET) with the Penta Helix model in sustainable tourism development are profound. Effective sustainable tourism hinges on the active and balanced participation of all stakeholders, including governments, businesses, communities, academia, and media. Empowering local communities by involving them in tourism operations and decision-making processes supports economic growth and preserves cultural and natural heritage. Prioritizing environmental sustainability ensures that natural resources are optimally used and conserved for future generations. Economic viability must be a key focus, providing stable employment, income opportunities, and support for local businesses. Educational institutions play a crucial role in offering the latest knowledge and research to back sustainable practices, while media is essential for promoting and creating a positive brand image to attract and inform tourists. Governments need to establish and enforce regulations that support sustainable tourism, including planning, implementation, monitoring,

and promoting public-private partnerships to foster innovation and growth in the sector. Thus, the integration of the Penta Helix model with CBET provides a comprehensive framework that ensures long-term benefits for all parties involved in the tourism ecosystem.

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