

## Revitalizing Oluhuta Paradise Through Community Based Tourism: Local Economy and Sustainable Tourism

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### ABSTRACT

*This study aims to identify appropriate revitalization strategies for the management of the Oluhuta Paradise tourist attraction through a Community Based Tourism (CBT) approach to improve the local economy and achieve sustainable tourism. Oluhuta Paradise, located in Bone Bolango Regency, Gorontalo Province, has untapped tourism potential, with the main challenges being minimal infrastructure and low community participation in its management. This study uses a qualitative descriptive approach with data collection techniques through in-depth interviews, field observations, and documentation studies. The results show that the application of the CBT model, which places local communities as the main actors in the planning, management, and utilization of tourism resources, can encourage community empowerment and create a more equitable distribution of benefits. In addition, the integration of sustainable tourism principles in the CBT model can ensure environmental sustainability and environmentally friendly natural resource management. This study also highlights the importance of community involvement in every stage of revitalization, from planning to implementation, to achieve long-term social, cultural, and economic sustainability.*

### INTRODUCTION

Tourism is a strategic sector in national economic development, particularly in driving regional economic growth and job creation (Fifiyanti et al., 2023). The Ministry of Economic Affairs recorded that in 2024, the tourism sector contributed 4,1% to the national GDP, with employment absorption reaching more than 12 million people (Kemenko Perekonomian, 2025). The same holds true for regional tourism conditions, with the tourism sector becoming one of the key contributors to Local Government Revenue (PAD). In Gorontalo Province, the contribution of the tourism sector is among the highest in boosting PAD receipts.

One of the tourism sites with significant potential to be developed into a flagship destination is Oluhuta Paradise. This tourism site is located in Kabila Bone District, Bone Bolango Regency, one of the regency level administrative areas in Gorontalo Province. Oluhuta Paradise is a tourist destination with great potential to become one of Indonesia's

leading tourism icons. Its extraordinary natural beauty with pristine beaches, clear waters, and well-preserved coastal biodiversity makes it highly attractive to both domestic and international tourists. The destination also offers various forms of ecotourism, including snorkeling, diving, and nature tourism, appealing to visitors who seek to enjoy natural beauty in a peaceful and pristine setting. However, despite its enormous appeal, Oluhuta Paradise has not been managed optimally. Inadequate infrastructure and low participation of local communities in managing the tourism site remain the primary challenges in developing this destination's tourism potential (Saridjan et al., 2022).

Tourist visit data to Oluhuta Paradise shows a fluctuating trend, particularly in the post COVID-19 pandemic period, but has again increased significantly in recent years. The development of tourist arrivals is presented in Table 1 below:

**Table 1.** Tourist Visit Trends to Oluhuta Paradise Tourism Destination, 2019–2023

Year	Number of Visitors (People)	Growth (%)	Notes
2019	8,430	-	Before the pandemic
2020	2,680	-68.2	COVID-19 Pandemic
2021	4,325	+61.4	Early recovery
2022	7,840	+81.3	Significant increase
2023	10,126	+29.2	Stable growth

*Source: Oluhuta Village Government, 2023*

Infrastructure problems represent a major obstacle to increasing tourist arrivals. Access roads to Oluhuta Paradise remain limited, with the main road frequently damaged and difficult to access, particularly during the rainy season. Furthermore, public facilities such as parking areas, restrooms, and comfortable rest areas for tourists are also very limited (Pramono et al., 2021). This makes visitors feel less comfortable and potentially reduces the duration of their visits. Another challenge is the lack of awareness and involvement of local communities in managing the tourism site. Communities have not been fully empowered to actively participate in designing, managing, and utilizing the existing tourism potential. As a result, the benefits from tourism are not fully felt by surrounding communities, and destination management has not been operating effectively (Mtapuri et al., 2022). This condition also causes worsening social inequality and environmental damage, as management is not grounded in sustainability principles.

This study aims to identify appropriate revitalization strategies for Oluhuta Paradise using the Community Based Tourism (CBT) approach. CBT is a tourism development model that focuses on empowering local communities to actively participate in the planning, management, and utilization of tourism resources. Through this approach, communities are expected to manage their own tourism potential, so that more equitable economic benefits can be achieved and tourist destinations can be managed sustainably (Suansri, 2003; Yanes et al., 2019). In this context, this study also seeks to explore local resource potentials that can be utilized to support community based tourism development. By prioritizing local community involvement, this strategy can improve the local economy, create new employment

opportunities, and minimize the negative impacts caused by tourism management that excludes community participation (L. Lee & Sam, 2024).

The CBT model also focuses on community empowerment, meaning that communities are not merely objects of tourism but also subjects who have control over the management of their destinations (Scheyvens, 1999; Yanes et al., 2019). Through this process, local communities can have the authority to make decisions related to the management of their natural resources. Thus, CBT also plays a role in raising social and cultural awareness regarding the importance of preserving nature and local culture. Local communities can be empowered with appropriate training in tourism management, skills in providing tourism services, and management of local products such as handicrafts or local culinary specialties that can become tourist attractions (Dolezal & Novelli, 2022). In addition, training in marketing and the use of digital technology to promote tourist destinations can also become an important component of this revitalization strategy. In a broader framework, a tourism development strategy that is responsive to local conditions and capable of integrating community capacities into destination governance is a prerequisite for long-term sustainability (Mtapuri et al., 2022).

The CBT approach is also highly relevant in maintaining environmental sustainability while promoting inclusive and transparent destination management. As a coastal tourist destination, Oluhuta Paradise is heavily dependent on healthy ecosystem conditions. The CBT model ensures that tourism activities contribute to the conservation of natural resources through waste management programs, pollution reduction, and coral reef rehabilitation involving local communities (Saridjan et al., 2022). At the same time, active community participation in every stage of management, from planning through evaluation creates a more transparent and equitable system in which economic benefits and improved quality of life are collectively felt by all village residents (Mtapuri et al., 2022).

The application of CBT in Oluhuta Paradise also creates collaborative opportunities among various parties. Local governments, the private sector, and communities can work together to develop more inclusive and sustainable tourism sites. Partnerships between government and communities in managing tourism resources can open opportunities to fund larger community based tourism projects, such as the construction of public facilities or the promotion of tourist destinations through digital platforms (Sunardi et al., 2021). Therefore, this CBT based revitalization strategy can create an effective collaborative system in developing Oluhuta Paradise as a sustainable tourist destination.

Based on the foregoing, this study is designed to address three main research questions: (1) what is the appropriate revitalization strategy for developing Oluhuta Paradise as a more inclusive and sustainable tourism site; (2) how does local community participation operate in the management of Oluhuta Paradise tourism; and (3) how can the Community Based Tourism integration model be applied alongside sustainable tourism principles to promote local economic development in the Oluhuta Paradise area. The novelty of this study lies in three key aspects: (1) the formulation of a coastal destination revitalization model integrating Integrated Coastal Zone Management (ICZM) principles with the CBT approach in the local Gorontalo context; (2) the presentation of an integrated CBT scheme linking three dimensions of sustainable tourism economic, socio-cultural, and environmental within the Sustainable Development Goals (SDGs) framework; and (3) empirical documentation of community

participation patterns and the institutional roles of local communities in managing coastal tourist destinations in Bone Bolango Regency.

## RESEARCH METHODS

This study employs a qualitative descriptive approach with a single instrumental case study design to examine the revitalization strategies of Oluhuta Paradise tourism site through the Community Based Tourism (CBT) approach in improving the local economy and achieving sustainable tourism. A qualitative case study design was selected because the phenomenon under investigation is embedded in a specific local tourism policy context, in which the boundaries between destination development, community governance, community involvement, and local economic empowerment are complexly intertwined (Creswell & Poth, 2016; Yin, 2018). This design enables in-depth interpretation of how local actors experience and respond to community based revitalization efforts in the coastal area of Oluhuta.

This study employs information rich purposive sampling. Primary data were generated through field observations and in-depth interviews involving key stakeholders who directly shape or experience tourism governance in Oluhuta Paradise. Secondary data were obtained from policy documents, tourist visit statistics, facility data, and scientific literature relevant to CBT, community empowerment, and sustainable tourism policy. To make the empirical basis of the research more explicit, the data profile is summarized in Table 2 below:

**Table 2.** Research Data Profile

Data Source	Informant/Document Profile	Data Collection Technique	Analytical Focus
Primary Data	Officials of Tourism Office, Bone Bolango Regency	In-depth interviews, document confirmation	Tourism policy design, destination development planning, inter-agency coordination
Primary Data	Village Head and Oluhuta Village Government Officials	In-depth interviews, field observation	Tourism village governance, Village-Owned Enterprise (BUMDes) policy, community participation patterns
Primary Data	MSME actors around Oluhuta Paradise	In-depth interviews, field observation	Local business development, market access, tourism value chain, economic empowerment
Primary Data	Members of Tourism Awareness Group (Pokdarwis) and Youth Organization (Karang Taruna)	In-depth interviews, field observation	Community participation, destination operations, intermediary role in tourism governance
Primary Data	Local academics and researchers	In-depth interviews	Contextual interpretation of tourism governance and community based development
Primary Data	Tourists/Visitors	Interviews and field observation	Service quality expectations, destination accessibility, visitor satisfaction
Secondary Data	RIPPDA, Tourism Office Strategic Plan, visitor statistics, facility data, and scientific literature	Document analysis	Policy context, data triangulation, theoretical interpretation

*Source: Primary and Secondary Data, 2025*

Data collection was carried out through two complementary main approaches. First, participatory observation was conducted directly in the Oluhuta Paradise tourism area to observe the physical condition of the destination, patterns of social interaction within the community, and the daily operations of tourism activities and the local economy. Second, semi structured in-depth interviews were conducted to explore the perceptions and experiences of stakeholders regarding destination management capacity, community participation dynamics, and the roles of MSMEs and Pokdarwis in the local tourism ecosystem. All interview sessions were documented through field notes and audio recordings, which were subsequently transcribed verbatim to maintain accuracy and consistency in the data interpretation process.

Data were analyzed using reflexive thematic analysis following Braun & Clarke (2021). The analysis was conducted through repeated familiarization with the data, initial coding, theme development, and reflexive interpretation of inter theme relationships. To deepen the interpretation, this study adopts an interpretive reflexive perspective, which allows analysis to move beyond description toward explanations of how policy narratives, institutional capacity, and community participation dynamics shape local tourism experiences (Creswell & Poth, 2016). Data validity was maintained through source triangulation and method triangulation, supported by an audit trail to ensure interpretive transparency and credibility.

## RESULTS AND DISCUSSION

### 1. Strategy of Revitalizing Oluhuta Paradise Tourism Destination

The revitalization of Oluhuta Paradise tourism site is an effort to restore the vitality of a tourism area that had been neglected and to optimize its existing natural and cultural potential. This revitalization concept involves a comprehensive approach that is not limited to physical aspects but also encompasses social, economic, and environmental dimensions. As a coastal area, the revitalization of Oluhuta Paradise must be grounded in the principles of Integrated Coastal Zone Management (ICZM), which emphasizes governance involving multiple sectors, including tourism, fisheries, conservation, and spatial planning. ICZM theory provides the foundation for policies that integrate cross-sectoral management to ensure sustainable coastal resource utilization (Cicin-Sain & Knecht, 2013). In this study, ICZM and CBT are viewed as two complementary frameworks: ICZM provides principles for multi-sectoral coastal space governance at the policy and regulatory level, while CBT ensures that community empowerment mechanisms are concretely realized in its implementation (Cicin-Sain & Knecht, 2013; Dolezal & Novelli, 2022). The integration of both frameworks enables destination governance that is simultaneously responsive to the carrying capacity of coastal ecosystems and capable of ensuring equitable distribution of benefits for all residents of Oluhuta Village.

One of the strategic steps in the revitalization of Oluhuta Paradise is the establishment of a tourism zoning plan initiated by the Village Government (Pemdes) of Oluhuta. This zoning plan is part of a village planning document aimed at managing the use of coastal space in a participatory, structured, and sustainable manner. The tourism area is divided into four zones based on function and environmental carrying capacity, namely the conservation zone, recreation zone, settlement zone, and small harbor zone. This division was designed to prevent conflicts of interest between sectors and to ensure that tourism activities do not

disturb the fragile beach ecosystem. According to the Head of Oluhuta Village, Mr. RMS (2025), this zoning plan was developed participatorily by involving all elements of the community, including Pokdarwis, fishermen, and local MSMEs actors, and subsequently received technical support from the Tourism Office of Bone Bolango Regency regarding the establishment of setback lines based on elevation data and historical erosion. According to the Head of the Tourism Office, Mr. MYA (2025), the implementation of this structured zoning will prevent land use that exceeds the area's carrying capacity while strengthening the long-term governance of the tourism destination. The strategic role of the Tourism Office in promoting tourism development in Bone Bolango Regency has been documented by Hasan et al. (2025). This step not only protects tourism infrastructure but also reduces the potential for damage from natural disasters that could impair facilities and disrupt visitor experiences (Cicin-Sain & Knecht, 2013). The details of the tourism zone plan for Oluhuta Paradise as planned by Pemdes Oluhuta are presented in Table 3 below:

**Table 3.** Tourism Area Zoning Plan of Oluhuta Paradise (Oluhuta Village Government, 2025)

Zone	Purpose	Permitted Activities
Conservation Zone	Protection of coastal coral reef	Environmental monitoring, scientific research, limited ecotourism, coral transplantation
Recreation Zone	Primary tourism activity area for visitors	Snorkeling, diving, camping, beach tourism, gazebo, visitor facilities
Settlement Zone	Local community area and supporting facilities	Resident housing, food stalls, parking area, local MSME development
Small Harbor Zone	Sea transportation and tourism boat services	Jetty, boat rental, tour guide services, embarkation point

*Source: Oluhuta Village Government, 2025*

This approach is consistent with the findings of (Christie & White, 2007), who emphasize that effective governance of coastal areas must balance tourism development with the sustainability of coastal ecosystems. In the context of Oluhuta Paradise, the establishment of a conservation zone to protect coral reefs and biodiversity is essential to maintaining the marine ecosystem that serves as the primary attraction for tourists. The conservation of these natural resources will support tourism sustainability and help maintain environmental quality. In this regard, science-based management using scientific data to determine setback lines and developable areas is a rational step that needs to be implemented to protect coastal areas from further damage (Saridjan et al., 2022).

Furthermore, according to the Head of Oluhuta Village, Mr. RMS (2025), the revitalization of Oluhuta Paradise must be carried out with a collaborative approach among the local government, local communities, and the private sector. This approach ensures that the revitalization planning and implementation process involves all relevant stakeholders. Multi stakeholder collaborative forums, as recommended by the ICZM model, enable joint decision making mechanisms that can accommodate the interests and aspirations of local communities. Collaboration among the village, regency, fishermen, and academics will create strong synergies in realizing a tourism destination that is not only economically beneficial but also environmentally friendly and capable of long-term viability (Sunarko et al., 2023).

In line with this perspective, research by (L. Lee & Sam, 2024) also underscores the importance of a holistic approach to community based tourism revitalization. Revitalization that focuses solely on physical improvements without considering social and economic dimensions may lead to failure in achieving sustainability. Therefore, in addition to improving physical infrastructure such as the construction of bridges and gazebos, local economic empowerment and the strengthening of community social cohesion must also be prioritized. The revitalization of Oluhuta Paradise should focus on tourism based local economic development through training and empowerment of communities to manage and benefit from the growing tourism sector.

The ICZM based revitalization of Oluhuta Paradise also signals a paradigm shift in revitalization approaches. Previously, revitalization models focused more heavily on urban renewal, which was often destructive in nature and oriented solely toward physical improvements. The new model applied at Oluhuta Paradise places greater emphasis on area regeneration focused on managing existing assets in an inclusive and sustainable manner. This approach encompasses four main dimensions: physical, economic, social, and environmental, which are interconnected. The success of the revitalization of Oluhuta Paradise depends not only on physical improvements but also on the strengthening of the local economy, improvement of community quality of life, and environmental preservation (Pramono et al., 2021).

In summary, the revitalization strategy for Oluhuta Paradise through the ICZM approach based on zoning, conservation, and multi-stakeholder collaboration can serve as an effective model for coastal tourism site management in Indonesia. The implementation of a clear, scientifically grounded zoning plan, combined with active community participation in management, is the key to the successful revitalization of this destination.

## **2. Community Participation in Tourism Management**

Community participation is an essential process in tourism destination management, involving local communities in every stage of tourism activities, from planning to evaluation. This participation is not merely about providing communities with opportunities to be involved, but also giving them control over the potential of their areas so that they can directly benefit from tourism activities. According to Sunarko et al. (2023), community participation is a mechanism for strengthening the capacity of local communities while providing them with opportunities to collectively contribute to development. In the context of tourism, this means distributing the benefits generated by tourism activities equitably and evenly, so that the entire community can feel its impact.

At Oluhuta Paradise, local community participation is a key element in tourism site management. Based on interviews with the Head of Oluhuta Village, Mr. RMS (2025), community participation in tourism destination management is not limited to day to day activities but also encompasses the stages of planning and strategic decision making. Communities are involved in tourism planning through various forums and meetings organized by the village government and the Tourism Awareness Group (Pokdarwis). In these forums, community members are invited to raise ideas, concepts, and solutions relevant to the advancement of their village tourism. This confirms that active community participation from the outset is essential for creating decisions grounded in the genuine needs and aspirations of local communities. As noted by T. H. Lee & Jan (2019) in their study on the contribution of CBT to sustainable development, decisions involving local communities are more readily

accepted and implemented because they reflect genuine local needs and contextual aspirations.

This participation is also consistent with the view of Sidiq & Resnawaty (2017), who state that in community based tourism management, local communities must have control over their tourism destinations, particularly with regard to the utilization of natural resources and the provision of tourism attractions. In the context of Oluhuta Paradise, local communities have taken the leading role in managing various aspects of tourism, such as food stall management, boat rentals, and tour guide services. Through these activities, they can directly experience the economic benefits generated from tourism. This also enables a more equitable distribution of benefits, ensuring that not only a select few enjoy the proceeds from the tourism sector (RMS, 2025).

Research by Saridjan et al. (2022) further notes that the empowerment of local communities in tourism destination management can improve social welfare. In Oluhuta, the community based tourism model provides opportunities for housewives to manage food stalls, while village youth can manage boat rental services and provide tour guide services. This demonstrates that economic participation in the tourism sector can strengthen social cohesion within the community and increase collective awareness of the importance of preserving their tourism site. Thus, tourism becomes not only a tool for increasing community income but also a means of strengthening social bonds among residents.

However, although community participation has been integrated into every stage of Oluhuta's tourism management, challenges remain. Limited community capacity in managerial and technical skills continues to be an obstacle. As stated by RMS (2025), capacity building through managerial training, hospitality, and digital marketing is greatly needed to maximize the community's role in the tourism sector. Furthermore, the strengthening of local institutions such as Pokdarwis and Karang Taruna is essential to ensure that community participation remains effective over the long term (Utami & Santoso, 2019).

Research by Mahanani & Listyorini (2021) on community participation in community based tourism management demonstrates that the involvement of local communities in the planning and implementation of tourism activities is crucial to achieving long term success. The concept proposed at Oluhuta Paradise participatory planning involving all elements of the community is consistent with these findings. By involving communities in every stage, from planning to management, tourism governance will be more sustainable and deliver more equitable benefits.

Based on the foregoing, it can be concluded that community participation in the management of Oluhuta Paradise tourism has proven to be a key factor in the successful revitalization of this tourist site. Community based tourism management that involves all community components from the village government to youth groups and housewives, serves as an effective model for achieving tourism sustainability at Oluhuta Paradise.

### **3. The Community Based Tourism (CBT) Model and Integration of Sustainable Tourism Concepts as a Management Solution**

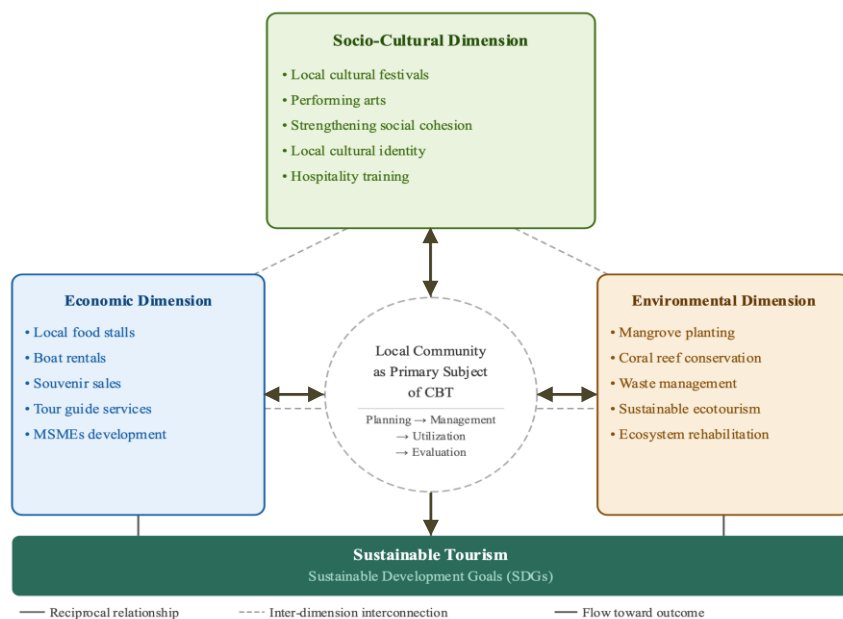
The Community Based Tourism (CBT) approach is a strategy increasingly applied in the development of sustainable tourist destinations, particularly in areas rich in natural resources and local culture. CBT positions communities as the primary subjects of destination management, with the goal of sustainably improving economic, social, and environmental wellbeing. As a model, CBT emphasizes the empowerment of local communities so that they

can manage, develop, and utilize the tourism potential in their area, while ensuring that the benefits from tourism activities are distributed equitably among community members (Sunarko et al., 2023). In the context of Oluhuta Paradise, the application of this model aims to provide full access and control to communities in managing their tourism site, whether in terms of planning, implementation, or strategic decision making.

Community empowerment is a critically important aspect of community based tourism management. Based on interviews with the Head of the Tourism Office of Bone Bolango Regency, Mr. MYA (2025), at Oluhuta Paradise, communities are given opportunities to actively participate in all aspects of tourism management. From providing food stall services and boat rentals to tour guide services, all of these tourism sectors are managed by local communities. This not only creates economic benefits that circulate directly within the village, but also provides the benefit of autonomy for local residents to participate in decision making that affects the future of their village tourism (Saridjan et al., 2022).

Theoretically, CBT is a model that promotes active community participation in the planning and management of tourist destinations, which in turn ensures the sustainability of tourism management. Sustainable tourism encompasses three main pillars: economic, social, and environmental (Sidiq & Resnawaty, 2017; WTO, 2005). By incorporating sustainability principles into CBT management, tourism in Oluhuta Paradise is expected to deliver longterm benefits to communities, preserve its natural ecosystems, and maintain local cultural values. A similar approach has been implemented in the development of Danau Perintis tourism area, integrating smart tourism as the foundation of a sustainable destination, demonstrating that technology based and community based tourism models can be effectively adapted across various local destination contexts (Hasan et al., 2024). The CBT model scheme integrated with sustainable tourism principles can be visually presented in Figure 1 below:

**Figure 1.** Integrated Community Based Tourism (CBT) Model Scheme with Sustainable Tourism at Oluhuta Paradise



Source: Compiled from various sources, 2025

**a. The Environmental Dimension in CBT**

One important aspect of CBT that supports sustainability at Oluhuta Paradise is the environmental dimension. Community based tourism management can reduce negative environmental impacts through various conservation efforts involving local communities, such as coral reef protection, and waste management (T. H. Lee & Jan, 2019). These activities not only improve environmental quality but also provide opportunities for tourists to enjoy authentic ecotourism experiences. This is consistent with the findings of Saridjan et al. (2022), which show that community based tourism management can utilize existing natural potential to improve the local economy while maintaining ecosystem balance.

The ecotourism model applied at Oluhuta Paradise leverages its natural wealth including coral reefs and clear waters as primary attractions. Activities such as snorkeling and boat tours have high commercial value in the tourism market, particularly among tourists concerned with sustainability and natural conservation (L. Lee & Sam, 2024). Efficient and environmentally friendly management such as the use of renewable energy and the application of recycling principles can reduce long term operational costs while making the destination more attractive to tourists who prioritize ethical tourism practices (T. H. Lee & Jan, 2019).

**b. The Economic Dimension in CBT**

The economic dimension of the CBT model at Oluhuta Paradise is closely linked to local community empowerment. The equitable distribution of benefits is one of the keys to CBT model success when communities directly experience the benefits of tourism, they become increasingly motivated to actively participate in destination management and conservation (Scheyvens, 1999). Oluhuta Paradise implements a management system in which income from tourism activities is directly enjoyed by village communities through various economic sectors such as food stalls, souvenir sales, and boat rentals. The proceeds from tourism are used to fund social projects, village infrastructure, and conservation programs that strengthen the village's capacity to independently manage tourism, thereby ensuring long-term economic sustainability (Pramono et al., 2021).

The economic model applied at Oluhuta Paradise also encompasses the development of micro and small enterprises involving local communities, which in turn helps improve economic resilience and social welfare. Tourism based MSMEs development that actively involves local communities has been proven capable of improving village economic resilience while strengthening destination self-reliance over the long term. When communities are directly involved in managing tourist attractions, they are more motivated to maintain the sustainability and quality of tourism, as they directly experience the benefits of every activity undertaken.

**c. The Socio-Cultural Dimension in CBT**

One important element of community based tourism is the strengthening of the socio-cultural dimension, which facilitates tourism sustainability by reinforcing social bonds within the community and preserving local cultural identity. In Oluhuta, local communities not only manage tourist sites but also incorporate their traditions and culture into every organized activity, such as cultural festivals and local art performances. These cultural activities provide authentic experiences for tourists and introduce local values that cannot be found at other destinations (Mahanani & Listyorini, 2021).

The success of the socio-cultural dimension in CBT lies in inclusive management, in which every community member has a role in tourism management and the results of tourism activities are distributed equitably. This strengthens social cohesion and a sense of ownership toward the tourism site, thereby preventing social inequality and ensuring that tourism delivers benefits to all community members (Sidiq & Resnawaty, 2017). Oluhuta Paradise serves as an example of how local communities can maintain their cultural traditions while obtaining economic benefits through community based tourism activities.

Based on the foregoing, it can be concluded that the development of community based tourism at Oluhuta Paradise, integrated with sustainable tourism principles, demonstrates that destination management involving active community participation can deliver sustainable economic, social, and environmental benefits. Through the CBT model integrated with the three main pillars of sustainable tourism, Oluhuta Paradise has achieved long term sustainability in terms of environmental management, equitable economic benefit distribution, and local cultural preservation.

## CONCLUSION

### Conclusion

Based on the research findings, it can be concluded that the revitalization of Oluhuta Paradise tourism site through the Community Based Tourism (CBT) approach has proven effective in improving the local economy and achieving sustainable tourism. The CBT model applied provides local communities with active roles in the management, planning, and development of tourist destinations, ensuring equitable distribution of benefits and the strengthening of village economic self-reliance.

The findings of this research specifically document that the community of Oluhuta Village has demonstrated genuine participatory capacity through the independent management of food stalls, boat rental services, and tour guide services. Tourist visit data showing growth from 2,680 visitors during the pandemic year of 2020 to 10,126 visitors in 2023 indicates that the growth of this destination is in line with the strengthening of community based governance, supported by an area zoning plan as the foundation for structured management.

This research also demonstrates that community participation in every stage of management is the key to the successful revitalization of Oluhuta Paradise. By directly involving communities both in food stall management, boat rentals, and conservation activities this destination has been able to sustainably improve community welfare. This community based management also strengthens cultural identity and environmental preservation, which are the fundamental principles of sustainable tourism.

The CBT model integrated with sustainable tourism concepts emphasizes three main dimensions: social, economic, and environmental. In the economic dimension, the application of CBT has succeeded in creating inclusive employment and ensuring that tourism benefits are directly felt by local communities. On the social side, community participation enhances social cohesion and strengthens the sense of ownership toward tourist destinations, while on the environmental side, conservation efforts and collective waste management have reduced negative impacts on the ecosystem.

Overall, the well implemented CBT model can serve as an effective solution for addressing the challenges of tourism management at Oluhuta Paradise, while simultaneously

contributing to the achievement of Sustainable Development Goals (SDGs) related to inclusive economic growth and sustainable development. The application of this model is expected to serve as a reference for other tourist destinations in Indonesia that possess as yet unoptimally managed natural and cultural potential.

### Recommendations

Based on the research findings, the following recommendations are proposed to strengthen Oluhuta Paradise as a tourist destination:

1. **Infrastructure and Accessibility Improvement:** Basic infrastructure improvements, such as access roads, parking facilities, and sanitation, are essential for improving the comfort and accessibility of Oluhuta Paradise for tourists. The local government must continue to invest in infrastructure improvements to support growth in visitor numbers and extend the duration of tourist visits.
2. **Empowerment of Local Communities:** To ensure sustainability and equitable economic benefits, the empowerment of local communities must be strengthened, particularly in tourism site management and the development of micro, small, and medium enterprises. Training and education in tourism management, marketing, and other technical skills can improve community capacity to manage and develop tourism professionally.
3. **Collaboration and Joint Monitoring:** More intensive collaboration is needed between the government, communities, and the private sector in the management of Oluhuta Paradise. Furthermore, it is important to build a transparent monitoring and evaluation system to measure progress, identify problems, and adjust existing policies, in order to maintain the sustainability and quality of the tourism destination.

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