

COMMUNITY-BASED TOURISM MANAGEMENT PADA EVENT BUDAYA GEBYURAN BUSTAMAN: PENGUATAN KAPASITAS KOMUNITAS MELALUI PARTISIPASI MASYARAKAT DALAM PENGEMBANGAN DESTINASI BERKELANJUTAN

COMMUNITY-BASED TOURISM MANAGEMENT AT THE GEBYURAN BUSTAMAN CULTURAL EVENT: STRENGTHENING COMMUNITY CAPACITY THROUGH PUBLIC PARTICIPATION IN SUSTAINABLE DESTINATION DEVELOPMENT

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Abstract

This study aims to analyze the implementation of Community-Based Tourism Management (CBTM) through community participation in the Gebyuran Bustaman Cultural Event, as well as its contribution to community capacity building and local development. Employing a qualitative case study design, data were collected through field observations, documentation, and in-depth interviews with event organizers, community leaders, MSMEs, and local residents selected via purposive sampling. Data were analyzed using an interactive model comprising data condensation, display, and verification. The results indicate that the event successfully implements CBT by positioning residents as primary actors across all management stages: bottom-up planning via community meetings, collaborative and non-hierarchical organizing, active execution as ritual performers and culinary vendors, and participatory evaluation. This active involvement functions as a learning-by-doing platform that significantly enhances community capacity by driving local leadership regeneration among the youth, improving organizational skills, and fostering multi-stakeholder collaboration. Consequently, the event generates a positive cycle of urban destination sustainability by balancing economic gains for MSMEs, strengthening social cohesion, and preserving cultural heritage. This study concludes that the Gebyuran Bustaman Cultural Event is an effective instrument for community empowerment, demonstrating that grass-roots independence paired with proportional government support is vital for sustainable urban tourism.

Keywords: *Community-Based Tourism, Capacity Building, Cultural Event, Sustainable Tourism, Community Empowerment.*

INTRODUCTION

Community-Based Tourism (CBT) has become one of the most widely adopted approaches to destination development aimed at achieving inclusive and sustainable tourism. This approach positions local communities as key actors in the planning, management, and evaluation of tourism activities, ensuring that economic, social, and cultural benefits are directly felt by the local community (Goodwin & Santilli, 2019). In the context of sustainable development, community involvement is viewed not only as a form of participation but also as an effort to strengthen the community's capacity to manage local resources independently and sustainably.

One form of CBT implementation that has been gaining traction in various regions is the organization of community-based cultural events. Cultural events are no longer viewed merely as tourist attractions aimed at drawing visitors, but also as a means of preserving local identity, strengthening social cohesion, and empowering communities (Richards, 2021). Through cultural events, communities have a space to showcase

cultural values, build social networks, enhance organizational skills, and develop opportunities in the creative economy that contribute to local community development.

In Indonesia, various urban villages are beginning to utilize cultural events as a strategy for community-based destination development. One notable example is the Gebyuran Bustaman Cultural Event held in Kampung Bustaman, Semarang. Gebyuran Bustaman is a cultural festival born from the initiative of residents and the local community to revive the village's identity, strengthen social solidarity, and introduce Bustaman's cultural potential to the wider public. Various activities, such as art performances, cultural parades, local culinary exhibitions, creative installations, and other participatory activities, directly involve the community in the organization process.

The existence of Gebyuran Bustaman demonstrates that cultural events can serve as instruments for community empowerment. Community participation is evident not only during the event itself but also throughout the planning, organizing, decision-making, and evaluation processes. According to Aas et al. (2020), community involvement in destination management is a key factor in fostering a sense of ownership, which contributes to the sustainability of tourism. The higher the level of community participation, the greater the likelihood of achieving adaptive and sustainable destination management.

However, the success of community-based cultural event management is closely tied to the community's capacity. Community capacity encompasses the ability of individuals and groups to organize activities, manage resources, build collaborations, solve problems, and develop innovations that support the sustainability of the destination (Moscardo, 2022). In practice, many communities face challenges such as limited human resources, weak organizational management, limited access to funding, and suboptimal networking with external stakeholders.

Recent research indicates that community capacity building is a key factor in the success of CBT development. Suryani et al. (2021) found that community-based tourism transformation is significantly influenced by the community's ability to develop organizational competencies, local leadership, and collective community participation. Similar findings were also presented by Nurhasanah and Van den Broeck (2025), who explained that the sustainability of community-based destinations is highly dependent on a dynamic community capacity-building process through the active involvement of residents in tourism activities and cultural events.

In the context of Gebyuran Bustaman, cultural events not only contribute to an increase in tourist visits but also serve as a platform for social learning for the community. Through their involvement in these events, residents gain experience in event management, public communication, collaboration among stakeholders, creative product development, and destination promotion. These experiences have the potential to enhance both individual and collective community capacity, thereby strengthening the social and economic resilience of the local community.

Furthermore, the contribution of events to community development can be seen from various perspectives. Economically, events create business opportunities for MSMEs, food vendors, and local creative economy actors. Socially, events strengthen community bonds, increase youth participation, and expand collaborative networks with various stakeholders. Culturally, events serve as a medium for preserving local traditions and identity, which is crucial for maintaining the sustainability of the village's cultural heritage (Richards, 2021).

Nevertheless, research on the relationship between community participation, community capacity building, and the contribution of events to community development in the context of urban villages remains

relatively limited. Most CBT research in Indonesia has focused primarily on tourism villages, while studies on community-based cultural events in urban areas such as Kampung Bustaman have not been widely conducted. Yet the characteristics of urban villages—with their distinct social, cultural, and institutional dynamics—differ from those of tourism villages, necessitating a more context-specific research approach.

Given these circumstances, this study aims to analyze how Community-Based Tourism is managed at the Gebyuran Bustaman Cultural Event through community participation, as well as how the event contributes to strengthening community capacity and the development of the local community. The study employs a qualitative method with a descriptive approach. Data were collected through in-depth interviews with event organizers, community leaders, MSME actors, creative communities, and residents of Kampung Bustaman involved in organizing Gebyuran Bustaman. This approach was chosen to gain a deep understanding of the experiences, perceptions, and practices of community participation in the management of community-based cultural events.

LITERATURE REVIEW

Community-Based Tourism (CBT) Management

Community-Based Tourism (CBT) is a tourism development approach that positions local communities as the primary actors in decision-making, resource management, and the distribution of economic and social benefits from tourism activities (Goodwin & Santilli, 2009). In its development, CBT is understood not only as a form of community involvement but also as a destination development strategy oriented toward sustainability and community empowerment (Dolezal & Novelli, 2022).

According to Dolezal and Novelli (2022), the success of CBT implementation is heavily influenced by the community's capacity to actively participate in the planning, management, and evaluation of tourism activities. Such involvement enables the community to reap economic benefits while preserving cultural identity and environmental sustainability. In line with this, Rasoolimanesh et al. (2023) emphasize that community support for tourism development tends to increase when they receive tangible benefits and have the opportunity to participate in decision-making processes.

In the context of cultural events, CBT is a relevant approach because events can serve as a medium for community empowerment through citizen involvement in the management of cultural tourism activities. Richards (2021) explains that community-based cultural events can strengthen local identity while enhancing a destination's competitiveness through authentic experiences created by the community itself. Thus, the management of the Gebyuran Bustaman Cultural Event can be understood as an implementation of CBT principles oriented toward community empowerment and destination sustainability.

Over the past five years, much of the research on CBT has been conducted in the contexts of tourism villages, ecotourism, and conservation areas (Dolezal & Novelli, 2022; Rasoolimanesh et al., 2023). However, research on the implementation of CBT in community-based urban cultural events remains relatively limited, particularly studies examining the relationship between community participation, community capacity building, and destination sustainability.

Community Capacity Building

Community Capacity Building (CCB) refers to the process of enhancing the ability of individuals and community groups to identify problems, mobilize resources, build collaborative networks, and take collective action to achieve community development goals (Aref, 2011). In the context of tourism,

community capacity building serves as a crucial foundation for communities to manage tourism activities independently and sustainably.

Moscardo (2020) explains that community capacity consists of various interrelated dimensions, including local leadership, organizational capabilities, social capital, access to resources, and the ability to adapt to change. Communities with high capacity tend to be better able to develop innovations, build partnerships, and ensure the sustainability of tourism activities.

Research by Su et al. (2020) shows that community participation in tourism management contributes significantly to enhancing community capacity, particularly in terms of skills, self-confidence, and organizational capabilities. Furthermore, Hall (2023) emphasizes that community capacity is one of the key indicators for assessing the success of sustainable tourism development because it relates to the community's ability to manage change and sustain long-term benefits.

In the context of cultural events, capacity-building can occur through the community's experience in organizing activities, managing resources, collaborating with various stakeholders, and overcoming challenges during the event's implementation. Therefore, cultural events can serve as a medium for social learning that sustainably strengthens community capacity.

Referring to Moscardo (2020) and Hall (2023), the dimensions of community capacity used in this study include:

1. Community leadership
2. Organizational capacity
3. Knowledge and skills
4. Networking and collaboration
5. Community ownership

Most research on community capacity focuses on the management of tourist destinations in general. Studies that specifically examine how community-based cultural events contribute to the process of strengthening community capacity are still relatively few, particularly in the context of urban areas.

Community Participation in Events

Community participation is one of the key principles of sustainable tourism development. According to Tosun (2006), community participation reflects residents' involvement in decision-making processes, program implementation, and the evaluation of activities that affect their lives.

In the context of tourism, community participation is viewed as a mechanism capable of enhancing policy legitimacy, strengthening a sense of ownership of the destination, and reducing conflicts between the community and other stakeholders (Rasoolimanesh et al., 2023). High levels of participation also contribute to improving the quality of the tourist experience, as local communities play a direct role in providing tourist attractions and services (Richards, 2021).

In cultural events, community participation can take various forms, ranging from involvement in planning and resource provision to the implementation of cultural activities and program evaluation. Ziakas and Boukas (2022) explain that events managed in a participatory manner can strengthen social cohesion, foster a sense of pride in local culture, and create economic opportunities for the community.

From a CBT perspective, community participation is not only a development goal but also a process that leads to community empowerment and capacity building. The higher the level of community involvement, the greater the opportunity to build collective capabilities that support the sustainability of the destination.

Research on community participation in tourism still largely focuses on destination management and tourism villages. Studies examining forms of community participation in urban cultural events such as Gebyuran Bustaman remain very limited.

The Contribution of Events to Community Development

Cultural events play a vital role in community development because they not only generate economic impacts but also provide social, cultural, and institutional benefits (Ziakas , & Boukas, 2022). Cultural events often serve as a means to strengthen local identity, build social networks, and enhance the community's capacity to manage collective activities.

Richards (2021) explains that cultural events can function as instruments of community development through processes of social learning and the strengthening of social capital. Cultural activities that actively involve the community are capable of creating spaces for interaction that strengthen solidarity and a sense of belonging to the community.

Furthermore, Hall (2023) asserts that community-based events can contribute to local economic development by increasing tourist visits, fostering the growth of micro-enterprises, and creating job opportunities for the local community. From an institutional perspective, events can also strengthen community organizations and enhance the community's ability to build partnerships with the government, academia, and the private sector.

In the context of Gebyuran Bustaman, cultural events not only serve as a means of preserving local traditions but also have the potential to become instruments of community empowerment through the strengthening of community capacity and the improvement of community well-being.

Research on the impact of cultural events is still dominated by studies on the economics and marketing of events. Studies that integrate the perspectives of CBT, community capacity building, and the contribution of events to community development remain relatively limited, particularly regarding community-based cultural events in urban areas.

METODE

This study employs a qualitative approach using a case study design to gain an in-depth understanding of Community-Based Tourism Management practices at the Gebyuran Bustaman Cultural Event, particularly regarding community participation, community capacity-building strategies, and the event's contribution to community development and destination sustainability. The qualitative approach was chosen because it allows researchers to explore the meanings, experiences, and interpretations of the actors directly involved in organizing cultural events (Creswell & Poth, 2018). A case study design was used because the research focuses on a specific phenomenon occurring in a real-life context, namely the organization of Gebyuran Bustaman in Kampung Bustaman, Purwodinatan Village, Semarang Tengah Subdistrict, Semarang City. According to Yin (2018), case studies are particularly well-suited for addressing the "how" and "why" of a phenomenon, especially when the boundaries between the phenomenon and its context cannot be clearly separated. In this study, Gebyuran Bustaman is viewed as a community-based cultural tourism practice worth examining because it involves the community as the primary actors in the planning, organizing, implementation, and evaluation of the event. The research focus is directed toward understanding how community involvement in the event can drive the process of community capacity building and contribute to the social, cultural, economic, and institutional development of the local community.

Research data were collected primarily through in-depth interviews, supplemented by field observations and documentation to strengthen the validity of the findings. The interviews were conducted using a semi-structured approach, guided by an interview guide developed based on the study's conceptual framework, which encompassed the dimensions of Community-Based Tourism Management, community participation, community capacity building, and the contribution of the event to community development. Research informants were selected using purposive sampling—where informants were intentionally chosen based on their knowledge, experience, and involvement in organizing the Gebyuran Bustaman Cultural Event (Patton, 2015). Informants included Bustaman community leaders who served as event organizers, community leaders, residents actively involved in the activities, and MSME operators with ties to cultural tourism development in Bustaman Village. The number of informants was determined based on the principle of data saturation, which involves halting data collection once the information obtained reveals recurring patterns and no new significant information is found (Guest et al., 2020). In addition to interviews, observations were conducted to directly observe forms of community participation, patterns of interaction among actors, economic activities emerging during the event, and the social dynamics developing within the community. Meanwhile, documentation in the form of activity archives, photos, videos, promotional materials, event reports, and various other supporting documents was used to supplement and confirm the results of the interviews and observations. In this study, the researcher served as the primary instrument (human instrument) responsible for the processes of data collection, interpretation, and analysis, as described by Lincoln and Guba (1985).

Data analysis was conducted simultaneously throughout the data collection process using the interactive analysis model developed by Miles, Huberman, and Saldaña (2020), which comprises three main stages: data condensation, data display, and conclusion drawing and verification. In the data condensation stage, the results of interviews, observations, and documentation were transcribed, coded, and grouped into themes relevant to the research focus. Subsequently, the categorized data were presented in the form of matrices and thematic narratives to facilitate the interpretation process. The final stage involves drawing conclusions incrementally through a repeated verification process until credible and consistent findings are obtained. To ensure data validity, this study applies the principles of trustworthiness, which include credibility, transferability, dependability, and confirmability (Lincoln & Guba, 1985). Data credibility is strengthened through source triangulation and methodological triangulation by comparing information obtained from various groups of informants, observation results, and supporting documents. Additionally, member checking is conducted by reconfirming the interpretation results with several key informants to ensure alignment with the meanings intended by the informants. The entire research process was conducted in accordance with research ethics principles, including explaining the research objectives to informants, obtaining voluntary informed consent, maintaining the confidentiality of informants' identities, and using the data obtained solely for academic purposes. With this approach, this study is expected to yield a comprehensive understanding of the role of the Gebyuran Bustaman Cultural Event as a medium for strengthening community capacity and as a strategy for sustainable community-based destination development.

RESULTS AND DISCUSSION

The research findings indicate that the Gebyuran Bustaman Cultural Event has evolved into a form of Community-Based Tourism Management (CBT) that positions the community as the primary actors in

event management. Based on interviews with community leaders, community figures, MSME operators, and residents of Kampung Bustaman, it was found that the community not only serves as participants in the activities but is also involved in the planning, organizing, implementation, and evaluation of the event. This involvement creates a space for collective learning that contributes to strengthening community capacity and community development. This finding aligns with the view of Dolezal and Novelli (2022), who state that the success of CBT is largely determined by the level of community participation in all stages of tourism management.

Community-Based Tourism Management at the Gebyuran Bustaman Event Community Participation in the Planning Phase

Interview results indicate that the planning process for Gebyuran Bustaman was conducted in a participatory manner through community deliberation forums involving community leaders, community figures, youth, women's groups, and local business operators. In these forums, the community was involved in determining the event concept, task allocation, budget requirements, and the forms of cultural attractions to be presented.

Table 1. Forms of Community Participation in the Planning Stage

Forms of Involvement	Field Findings
Community deliberation	Determining the concept and theme of the event
Program development	Determining the event schedule
Resource mobilization	Self-funding and volunteer labor
Decision-making	Carried out collectively

Participation in the planning stage indicates that the community holds a strong position in the decision-making process. This condition reflects the characteristics of CBT, which emphasizes the principle of bottom-up planning or community-based planning (Goodwin & Santilli, 2009). This finding also supports the research by Rasoolimanesh et al. (2023), who found that community involvement in decision-making enhances the sense of ownership regarding tourism programs.

Participation in the Organizing Stage

During the planning phase, the community formed an organizing committee comprising various resident groups. Each group had different responsibilities, ranging from event planning, catering, publicity, security, to documentation. Tasks were assigned based on the skills and experience of each community member.

“...as for the process of preserving traditions, I actually got involved in the 2013 Gebyuran Bustaman. Okay, the first Gebyuran Bustaman event was held after a hiatus, starting again in 2013. We organized it through community self-help—we provided our own food, and after the event there's a communal meal, which we also organized ourselves. Then we provided our own supplies, like the decorations—the village decorations were also community-funded. Before holding this event, we spent three months discussing it—three to four months. This year, for this year's event, we've been talking and interacting with friends about how to do it since last November, and we've been planning the implementation...”

The interview results indicate that the organizational structure in place is collaborative and not overly hierarchical. This mechanism facilitates the emergence of collective leadership and enhances community involvement in event management. These findings align with Moscardo (2020), who states that a participatory community organizational structure can strengthen the community's capacity to manage tourism activities independently.

Participation in the Implementation Phase

The implementation of the Gebyuran Bustaman event demonstrated a very high level of community involvement. Residents participated as performers of cultural rituals, tourism activity organizers, food and beverage providers, local tour guides, and business owners selling culinary specialties from Kampung Bustaman.

Table 2. Community Involvement in Event Implementation

Activity	Form of Involvement
Gebyuran Ritual	Primary participants in cultural activities
Local Cuisine	MSME Product Providers
Tour guides	Village youth
Documentation	Creative community
Digital promotion	Volunteers and youth

The high level of community involvement indicates that the event serves not only as a tourist attraction but also as a space for social participation that strengthens community identity. This finding supports Richards (2021), who states that community-based cultural events can create authentic experiences because the community acts as both the producer and the guardian of cultural values.

Participation in the Evaluation Phase

Activity evaluation is conducted through post-event meetings involving all segments of the community. The evaluation forum is used to identify successes, obstacles, and strategies for developing activities in the following year.

The existence of participatory evaluation demonstrates that the community has a space to voice its aspirations and engage in collective reflection on the event's organization. According to Tosun (2006), participation that includes the evaluation stage is a form of substantive participation that indicates a high level of community empowerment.

Strengthening Community Capacity through the Gebyuran Bustaman Event

Local Leadership

Research findings indicate that Gebyuran Bustaman has served as a catalyst for the emergence of community-based local leadership. Community leaders not only act as activity coordinators but also as facilitators who encourage resident participation. Furthermore, the involvement of the younger generation in the organizing committee contributes to the process of leadership renewal.

According to Hall (2023), local leadership is a crucial element in destination sustainability as it plays a role in maintaining the continuity of the community's vision and management.

Organizational Skills

The interview results indicate that the community has improved its ability to manage large-scale activities. The community has become more accustomed to drafting proposals, managing budgets, scheduling activities, and coordinating with various parties.

“... little by little, we’ve been noticed by the city government. So we received assistance from the Department of Culture and Tourism to organize this event. And this is still part of the process for intangible cultural heritage. We, the young residents, are still working on it... The Department of Culture and Tourism has been quite helpful, you know, because when we lobby other city governments and other agencies, it’s actually pretty easy. One example is the old slaughterhouse here. But now it’s been closed and taken over by a third party called BPS. PT BPS is a regional-owned enterprise, I think. So, if we want to use that space for gatherings—since this is a “ ” (community gathering place)—because we don’t have any community space in this village, it’s very cramped. We have to send a letter to them, and we’re still supported by the Department of Culture and Tourism...”

These findings indicate that cultural events serve as a means of learning by doing that enhances community organizational capacity. This supports the research by Su et al. (2020), which found that community involvement in tourism management can improve community organizational and management capabilities.

Stakeholder Collaboration

The organization of Gebyuran Bustaman involved various stakeholders, including local government, academics, the media, cultural communities, and the private sector. This collaboration helped the community secure resource support, promotion, and technical assistance.

This finding aligns with Dolezal and Novelli (2022), who assert that multi-stakeholder collaboration is a key factor in the success of CBT

Improving Community Skills

The community gains various new competencies, such as communication skills, digital marketing, tourist services, event management, and micro-business management. These competencies are not only useful during the event but can also be applied in daily economic activities

The Event’s Contribution to Community Development

Economic Contribution

Research findings indicate that Gebyuran Bustaman generates economic impact through increased sales of local cuisine, creative products, and tourism services. MSME operators reported an increase in revenue during the event.

“...One reason is that, according to the organizing committee and the residents, the Bustaman Festival is very important because, as you can see for yourself, the MSME tents are completely sold out. A lot of the food has been sold out, and that’s one way it boosts residents’ income. Plus, the village gets lively with many visitors from outside, and the residents are happy about that too...”

Table 3. Economic Impact Felt by the Community

Economic Impact	Findings
Food sales	Increased during the event
Creative products	Gain new markets
Tourism services	Increase in tourists
Business promotion	Increasing the visibility of SMEs

These findings support the research by Ziakas and Boukas (2022), which states that community-based events can create local economic opportunities through tourism activities.

Social Contributions

From a social perspective, events can strengthen community solidarity, enhance mutual cooperation, and deepen relationships among community members. Many informants stated that event preparation activities serve as a space for interaction that strengthens social cohesion within the community.

This finding aligns with Richards (2021), who explains that cultural events can strengthen social capital and community identity.

Cultural Contribution

Gebyuran Bustaman plays a role in preserving local traditions and passing on cultural values to younger generations. The involvement of children and youth in cultural activities demonstrates a process of cultural regeneration that is essential for the continuity of traditions.

According to Richards (2021), the success of a cultural event is not only measured by the number of tourists but also by its ability to preserve local cultural identity.

Destination Sustainability

The research findings indicate that destination sustainability is built through a mutually reinforcing relationship between community participation, community capacity building, and the benefits perceived by the community. When the community derives social, cultural, and economic benefits from an event, participation levels tend to increase, thereby creating a positive cycle of sustainability.

These findings support CBT theory, which states that destination sustainability is highly dependent on the community's ability to participate in and benefit from tourism activities (Goodwin & Santilli, 2009; Dolezal & Novelli, 2022).

Theoretically, this study reinforces the conceptual relationship between Community-Based Tourism Management, community participation, community capacity building, and community development in the context of urban cultural events. Practically, the research findings indicate that cultural events can serve as instruments for community empowerment and capacity building. From a policy perspective, local governments can use Gebyuran Bustaman as a model for community-based cultural event development that supports sustainable tourism development.

CONCLUSION

This study successfully provides a comprehensive overview of the implementation of Community-Based Tourism Management (CBTM) in the Gebyuran Bustaman Cultural Event, as well as its significant impact on capacity building and the development of the local community. Key findings indicate that the residents of Bustaman Village are not merely objects or spectators of tourism, but act as primary actors exercising full control through a bottom-up planning approach. This active involvement is evident from the

planning stage, which is conducted participatively through community deliberation forums lasting three to four months—an intensive process that successfully fosters a deep sense of ownership regarding the event’s sustainability. The organizational model applied is collaborative and non-hierarchical, enabling every community group—from community leaders and women’s groups to youth—to play a vital role in ritual execution, the provision of signature dishes by local small and medium enterprises (SMEs), and tour guiding, culminating in a collective evaluation forum as a tangible manifestation of substantive community empowerment.

In addition to serving as a space for cultural expression, the annual festival—which was revived through community-driven efforts in 2013 after a hiatus—has proven to function as a “learning by doing” platform that strengthens the community’s internal capacity. Through the dynamics of the organizing committee, a process of local leadership regeneration has taken place among the village youth, accompanied by an improvement in organizational managerial skills, such as budgeting, logistics management, and the bureaucratic ability to advocate and lobby external agencies. This lobbying capability is evident in their success in coordinating with the Department of Culture and Tourism (Disbudpar) and third parties such as PT BPS to address the shortage of public spaces in their village. The community’s success in managing these challenges has created a positive cycle of sustainable urban tourism, where the economic benefits are directly felt by MSME operators, strengthening of social cohesion and solidarity among neighbors, and the transmission of noble values to the younger generation mutually reinforce one another, while simultaneously proving that the initial autonomy of grassroots movements, supported by proportionate government intervention, is the key to a destination’s sustainability.

Although this study makes a strong conceptual contribution to the literature on community-based tourism, it opens the door for future academic research through several crucial recommendations for further study. Given that the youth of Kampung Bustaman are currently actively seeking to formalize their traditions as Intangible Cultural Heritage (ICH), further research is strongly recommended to explore how this formalization or institutionalization process affects the level of independence and authenticity of community-based tourism management in the future. Additionally, an in-depth study on collaborative governance is needed to analyze the long-term dynamics of power relations between local communities, the city government, and regionally owned enterprises to mitigate the risks of cultural co-optation or conflicts of interest. Finally, to complement the descriptive qualitative approach used in this study, future researchers may apply alternative methodologies such as quantitative approaches using Structural Equation Modeling (SEM) to precisely measure the causal relationship between participation variables and regional economic capacity, or employ longitudinal studies to track the consistency and dynamics of young people’s commitment to engagement over the years..

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