

## **Community Based Tourism in the Development of Peneleh Heritage Tourism Village in Surabaya City**

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### **ABSTRACT**

The city of Surabaya is one of the regions in East Java Province that is rich in tourism potential. From natural attractions to heritage sites, this region has it all. One of them is Peneleh Heritage Tourism Village. Development efforts continue to be directed at developing tourist attractions, increasing promotional activities, and increasing community participation. However, the government's efforts to continue developing Peneleh Heritage Tourism Village have not gone as expected due to low community participation in the tourism management community. Therefore, the community based tourism approach needs attention because this concept actively involves the community as part of the tourism management community. The purpose of this study is to realize community based tourism in the development of Peneleh Heritage Tourism Village in Surabaya. This study uses a qualitative descriptive method with data collection techniques using observation, interviews, and documentation. The results of the study show that the implementation of community based tourism in the development of Peneleh Heritage Tourism Village has had a positive impact on the community, namely an increase in the pride of the tourism management group and the surrounding community in Peneleh to be able to participate in every tourist activity in Peneleh Village to support the sustainability of tourism village development, Even tough all member of the community ar not able to participate.

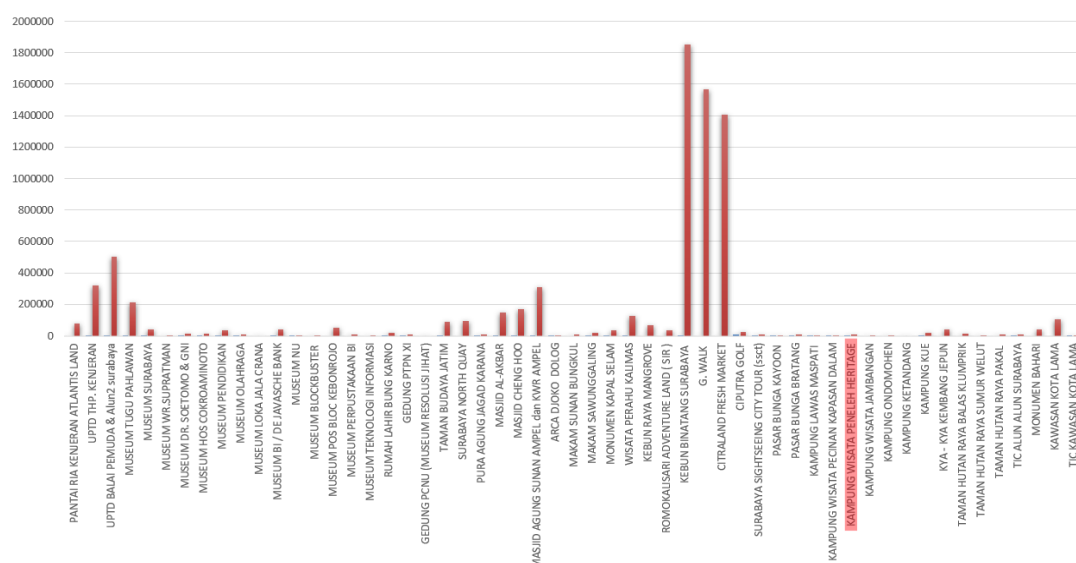
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## INTRODUCTION

The process of sustainable development essentially requires active participation from the government and the community to maximize the development process being implemented. The concept of regional autonomy is an alternative solution in the development process that is in line with the needs of the community. Regional autonomy is expected to provide momentum for regions to develop their existing potential to achieve independence in their regions. One sector that can contribute to sustainable development in a region is tourism, especially community-based tourism. This sector emphasizes community participation as managers and beneficiaries to ensure the continuity and preservation of local wisdom.

The government, with all its weakness, can't develop the tourism industry independently in terms of funding, human resources, and management. The community is an important aspect in tourism development, which will create a sense of ownership and social responsibility among the community to preserve and develop local tourism potential. Suansri (2003) explains that community based tourism is a form of tourism that considers elements of sustainability in the environment, society, and culture within the community. Community based tourism serves as a means for community development and environmental protection. Community based tourism does not only focus on the tourism sector with the aim of increasing profits for investors, but also emphasizes the impact of tourism on the community and the sustainability of environmental resources.

**Picture 1 Summary of tourist attraction visitors in Surabaya in 2024**



*Source: Processed by the Author, 2025*

The city of Surabaya is one of the regions in East Java Province that has a wealth of tourism potential. One example is the Peneleh Heritage Tourism Village, which implements a tourism concept focused on community based tourism through management by the Pokdarwis and the local community. Although the Peneleh Heritage Tourism Village has a wealth of cultural and historical value, the development of community based tourism has not reached its maximum potential. Based on data on the number of visitors to tourist attractions in the city of Surabaya, in 2024, the Peneleh Heritage Tourism Village only received 11,290 visitors, which is very low compared to the Surabaya Zoo, which received 1,854,278 visitors. This condition not only reflects a failure to attract tourists but also indicates a lack of innovation and adaptation in tourism management. The existence of tourism organizers dominated by older age groups who are less

responsive to current tourist trends and needs also hinders the development of creative businesses. Additionally, the lack of participation from the local community in food, beverage, and local handicraft businesses causes the appeal of tourism to stagnate and not varied.

As a result, this situation has led to a decline in visitor traffic, which has impacted local community income and threatened the sustainability of the Peneleh Heritage Tourism Village. Therefore, improvements are needed in strategies that prioritize the involvement of the younger generation and the development of local businesses so that tourism potential can be optimally utilized, which will ultimately increase tourist attraction while supporting the sustainable economic development of the community.

The issue of low community participation in Peneleh Heritage Tourism Village is in line with the research conducted by Widya & Santoso (2024), which indicated that the community's desire to participate is still low and requires support and encouragement so that existing opportunities can be maximized. This situation underscores the urgency of prioritizing capacity building for all stakeholders to create synergy, ensure fair distribution of benefits, and support the success of community-based tourism in the area.

This study is based on the theory of successful community based tourism by Yaman & Mohd (2004), which highlights the importance of government support, stakeholder involvement, profit sharing, utilization of local resources, strengthening of local institutions, and linkages with regional and national levels. By examining the role of Pokdarwis and stakeholders in tourism destination management, as well as the impact of low tourist visitation rates and minimal community participation, this study aims to produce structured and implementable recommendations for the development of Peneleh Heritage Tourism Village. Thus, this study is expected to not only provide theoretical benefits to broaden the understanding of community-based tourism, but also have a real impact on the formulation of sustainable tourism development regulations at both the local and regional levels.

### **Method**

This study uses a descriptive method with a qualitative approach to analyze in depth community based tourism in Peneleh Village. With this approach, a comprehensive analysis can be carried out on the involvement of all parties and the sustainable use of local resources, thereby providing an understanding of the social and cultural dynamics and management processes in the appropriate context. The location of this research is in Peneleh Village as a community based tourism development and the Surabaya City Tourism Office as the government agency in charge of providing assistance and support for this development. Peneleh Village was chosen as the research location based on its uniqueness and cultural heritage potential, including historical sites and local community activities that play a role in tourism management. Meanwhile, the Surabaya City Tourism Office was chosen as the research location based on its crucial role in facilitating, coordinating, and formulating sustainable tourism regulations that support stakeholder involvement.

The process of selecting informants was carried out with purposive sampling, where the selected informants had important roles and understanding related to the development of community based tourism, including Pokdarwis, tourism agency employees, the Peneleh village community, and tourists. In addition, the snowball technique was used to expand the network of informants through recommendations from initial informants, with the aim of obtaining more in depth and representative data. Secondary data used to support the research process included official documents, government archives, tourism regulations, and reports on the development of tourism villages.

The data analysis model by Miles et al. (2014) was used in a contextual manner, combining the process of data collection in the field, data reduction through selection of relevant themes, data presentation in descriptive and narrative formats to describe stakeholder participation interactions and the use of local resources, and data verification through triangulation of sources, techniques, and time operationally to ensure the accuracy and credibility of the results obtained. Source triangulation was carried out by comparing information from various sources, technique triangulation through a combination of interviews, observations, and document collection, and time triangulation by collecting data over several periods to avoid errors.

## **Results And Discussion**

### **Potential that can be developed in Peneleh Heritage Tourism Village**

#### **1. Tour Package Types**

Peneleh Heritage Tourism Village offers a number of tour packages designed to provide an in depth experience of local history, culture, and traditions. Here are some of the tour packages on offer:

##### **a. Walking Tour Package**

The walking tour package in Peneleh Heritage Tourism Village is guided by the Pokdarwis, a community responsible for providing in-depth explanations about the history and stories behind each place visited. The designated route covers several important historical sites, such as the Majapahit Heritage Well, Bung Karno's birth place, Hos Tjokroaminoto's House, Dukuh Kayu Mosque, Peneleh Mosque, and the European Cemetery. The ticket price for this walking tour varies depending on the type of visitor, namely IDR 150,000 for international tourists, IDR 25,000 for students from Surabaya, IDR 28,000 for students from outside Surabaya, and IDR 35,000 for general visitors. This package is available every day, with a recommendation to take it in the morning or afternoon to avoid the hot weather. In 2024, this package attracted 11,290 visitors, distributing economic benefits through income for Pokdarwis as tour guides and opportunities for local businesses such as food, transportation, and accommodation.

##### **b. Live in Peneleh Tour Package**

The Live in Peneleh tour package is offered at a price of IDR 400,000 per person. This package includes a walking tour guided by pokdarwis to historical sites such as the Majapahit Heritage Well, Bung Karno's birth place, Hos Tjokroaminoto's House, Dukuh Kayu Mosque, Peneleh Mosque, and the European Cemetery. In addition, tourists receive one night's accommodation in the Peneleh area, a breakfast of local specialties, and souvenirs. Although it offers an attractive tour package, this package is rarely sought after by tourists. The low interest is likely due to the relatively high price, which limits the distribution of economic benefits to the local community.

##### **c. Free Tour Package**

The Free Tour Package in Peneleh Village allows for independent exploration without an entrance fee. Tourists are free to choose their own route and time of visit according to their personal preferences. The visitors to this tour package cannot be accurately counted because they do not pay an entrance fee. Therefore, the tourism group loses direct income from ticket sales, which has a direct impact on the operations of the tour guides.

##### **d. Museum Tour Package**

This tour package offers an opportunity for tourists who have a special interest in the history and profiles of important national figures without the need for a tour guide and

following a walking tour route. Tourists can enjoy free access to the Bung Karno Museum, while admission to the HOS Tjokroaminoto Museum costs only Rp 5,000, which can be purchased through the platform <https://tiketwisata.surabaya.go.id/>. Tourists can visit both museums from Tuesday to Sunday, from 8:00 a.m. to 3:00 p.m. In 2024, the number of visitors recorded was 19,891 for the Bung Karno Museum and 16,364 for the HOS Tjokroaminoto Museum. The economic benefits of this package come from ticket sales at the HOS Tjokroaminoto Museum and potential indirect income from tourist spending in the surrounding area, including purchases of souvenirs and local food, which together support the local economy.

## **2. Accessibility and Accommodation at Peneleh Heritage Tourism Village in Surabaya City**

Accessibility to the Peneleh Heritage Tourism Village tourist destination is relatively easy and convenient. This location is in the city center, close to Peneleh Street and Kalimas River, and surrounded by commercial areas and public facilities that support visitors' needs. Tourists can reach Peneleh Heritage Tourism Village by various types of public transportation, such as city buses and trains. In addition, there are lanes for private vehicles with sufficient parking areas for motorcycles, cars, and tour buses. The main road leading to the village is quite wide and in good condition, and there are signposts and maps to facilitate visitor navigation around the heritage area. Various accommodation and dining facilities are also found around the Peneleh Heritage Tourism Village tourist attraction in Surabaya, such as the Singaraja Indah Hotel, Bali Surabaya Hotel, Resto Singaraja, Resto Soto Banjar, and Cafe Lodji besar.

Research on community based tourism using the theory of Yaman & Mohd (2004) has shown several indicators of the successful implementation of community based tourism in the development of Peneleh Heritage Tourism Village in Surabaya. There are six indicators in its implementation, namely government support, participation of stakeholder, fair benefit sharing, sustainable use of local resource, strengthening of local institutions, and linkages with regional and national levels.

### **Government Support**

Government support, as defined by Yaman & Mohd (2004), is interpreted as the role of a facilitator that has a key role in improving community capacity in community based tourism development. Government agencies will act as facilitators, coordinators, or advisory institutions for communities that want to develop tourism because the role of the government in tourism is to develop the capacity of communities located around tourism development areas. Government support in the development of the Peneleh Heritage Tourism Village can be seen through various collaborations and partnerships between government agencies in the city of Surabaya, which began after the discovery of several historical sites and buildings in the area.

The Surabaya City Planning Agency, through the initiative of the Begandring Community, realizes that its role is very important in preserving and managing the spatial layout of cultural heritage buildings in the area. Then, the Mayor of Surabaya provided support in the form of preservation and management of this historical heritage, which was realized by designating the Peneleh Village area as a cultural heritage site through Mayor's Decree Number 188.45/310/436.1.2/2009 concerning the Designation of the HOS Tjokroaminoto House as a Cultural Heritage Building and Surabaya Mayor Decree Number 188.45/57/436.1.2/2021 concerning the Designation of Bung Karno's birth place as a Cultural Heritage Building. Both decrees confirm the existence of Peneleh Village as an area with buildings that have historical and cultural value that need to be preserved and maintained. In addition, considering the great tourism potential in Peneleh Village, this area has also been designated as a tourist village, which aims to preserve cultural heritage and improve the local community's economy.

The management of cultural heritage sites in Peneleh Village places the local community as the main actor in protecting and preserving the historical values and local wisdom found in Peneleh Village, starting from the identification, preservation, and supervision of cultural heritage. Thus, the community is not only the object of preservation, but also the manager and preserver of its historical potential. The existence of a Pokdarwis in Peneleh Village is a tangible manifestation of the community's efforts to manage the cultural heritage area independently and in a structured manner, so that it can support the development of the area into a sustainable tourist destination. Therefore, in 2019, the Surabaya City Tourism Office, through Decree Number 188.45/9263/436.7.16/2024, officially established the Pokdarwis as an institution that functions as the manager of tourism potential in the area.

To support more comprehensive tourism development, the Surabaya City Tourism Office actively collaborates with travel agencies to create new opportunities to attract foreign tourists to visit Peneleh Heritage Tourism Village, and facilitates partnerships with Bank Indonesia through Corporate Social Responsibility programs in the form of installing directional signs and renovating buildings to improve comfort, access, and the attractiveness of these tourist destinations. Adequate infrastructure is a basic necessity that directly influences the potential of communities to achieve economic independence (Devi & Rahaju, 2025). This step strengthens the government's role as a driver in community based tourism. However, the risk of dependence on temporary Corporate Social Responsibility funds requires strengthening internal capacity and independent funding sources to ensure the sustainability of maintenance and development of sustainable tourism.

Government support for tourism development is not limited to improving existing physical infrastructure, but also includes supporting the introduction and promotion of Peneleh Heritage Tourism Village by creating a special destination website. The creation and management of this website is assisted by the Surabaya City Communication and Information Agency as a means of information and digital promotion media. This website serves to facilitate access to information for tourists and expand the reach of destination promotion, so that it can effectively attract more visitors to Peneleh Heritage Tourism Village.

The effectivity of government support in developing the Peneleh Heritage Tourism Village has been optimal, but it must still be monitored using indicators such as an increase in the number of visitors, local economic growth, and tangible preservation of cultural heritage. Referring to the theory of Yaman & Mohd (2004) the Surabaya City Government functions as the main facilitator and coordinator, and has synergized with various institutions to achieve the goal of sustainable community based tourism. This top down power relationship is still being balanced, so that innovation and community involvement continue to be encouraged without domination.

### **Stakeholder Involvement**

The successful development of the tourism sector cannot be separated from the participation of various parties who have an interest and responsibility to ensure that tourist destinations can develop and survive in the long term. The involvement of these stakeholders is very important in all stages, from planning, managing, and developing tourism potential in a sustainable manner. Yaman & Mohd (2004) explain that successful tourism development requires the involvement of various stakeholders, such as the local community it self, the government, and the private sector. The involvement of various stakeholders will enable the process of sustainable tourism planning, management, and development. This activity will have a positive effect, namely an increase in tourism competitiveness and benefits for the community in terms of the economy and society. Sumarto (2003) adds that stakeholders are individuals or groups from several agencies who have the desire to build a program together.



In developing Peneleh Heritage Tourism Village, stakeholder participation began with the initiative of the Begandring Soerabaia Community, which was formed in 2018. This community consists of individuals who are deeply concerned about cultural, historical, and social issues, as well as the preservation of cultural heritage in the city of Surabaya. This community collects information and provides education about various historical sites in Peneleh Village, including the Jobong Well from the Majapahit era, the Dutch Cemetery, the residence of HOS Tjokroaminoto, and the birth place of Bung Karno. In addition to documenting and educating the public about this historical potential, the Begandring Community also plays a crucial role in communicating the historical tourism potential of Peneleh Village to the Surabaya City Government. They coordinated specifically with the Head of the City Development Planning Agency of Surabaya, who at that time was Mr. Eri Cahyadi, so that the government could understand the significance of this area and take strategic actions for its development and preservation.

**Picture 2. Financial Support From Bank Indonesia**



*Source: Author Documentation, 2025*

Private sector participation is also crucial in providing adequate facilities to continuously improve comfort and accessibility for tourists, thereby enabling this destination to develop into a better and more sustainable tourist destination. In its development, Peneleh Heritage Tourism Village, through the Surabaya City Tourism Office, has established a partnership with Bank Indonesia through a Corporate Social Responsibility (CSR) program. Bank Indonesia plays an important role in the development of Peneleh Heritage Tourism Village in Surabaya City through financial support to improve the quality of tourism destinations.

Furthermore, pokdarwis as tourism managers have an important role in designing comprehensive tourism development. Pokdarwis not only plan the tourism concepts to be offered, but also regulate various other important aspects such as visitation fees, visitation times, and tourist attractions to be presented to visitors. The tourism concept planning is then included in the Peneleh Village Guide Book, which can be accessed through the Peneleh Heritage Village social media platform as a source of information to assist visitors in planning their visits.

### Picture 3. Cleanup Activities In The Peneleh Heritage



*Source: Pokdarwis Peneleh Heritage Village, 2025*

The participation of stakeholders is also seen in the role of local communities and students in preserving the environment around tourist attractions. The local community is actively involved in community service activities to care for and protect their environment, ensuring the cleanup of the tourist area so that it remains comfortable for visitors and residents alike. On the other hand, students university also contribute through creative ideas for murals that not only beautify public spaces but also serve as a means of education and preservation of the historical and cultural values of Peneleh Village.

Overall, the participation of various stakeholders such as Pokdarwis, the Begandring Community, Bank Indonesia, educational institutions, and local residents has been successful and has received positive responses from tourists. This success has created a tourist destination that is not only rich in culture but also sustainable. This is in line with the concept of Yaman & Mohd (2004), which emphasizes the importance of involving various stakeholders, such as local communities, the government, and the private sector, in the process of planning, management, and sustainable development in community based tourism.

#### **Profit Sharing**

Yaman & Mohd (2004) explain that the focus on profit sharing in tourism development emphasizes that the process of sharing the economic and social benefits of tourism activities must be carried out fairly among stakeholders, especially that profit sharing must be felt by the local community to the maximum extent possible. Fair profit sharing will increase community participation in jointly managing tourism, but it will also strengthen the sustainability of tourism development programs because the community will have benefited from tourism activities. Rusyidi & Fedryansah (2018) add that tourism development can also generate income that can be used to protect and preserve the culture and environment for the local community.

The profits received by Pokdarwis in managing tourism in Peneleh Heritage Tourism Village are still voluntary without a fixed salary, so management is carried out based on the awareness and commitment of members as part of joint efforts to preserve and develop tourism. The profits generated from the sale of tourist tickets are still fluctuating and tend to increase during the holiday season or when there are special events. However, overall, the amount of income earned is still considered small and has not been able to provide economic benefits to the local community. Even though there are many food and beverage businesses available in the tourist area, unfortunately, these businesses are still not visible around the walking tour route and tend to market themselves without being integrated into tour packages.



This irregular income indicates that the economic benefits of tourism are not felt by the entire community, especially during certain events such as the Peneleh Festival, bazaars, and visits by international tourists and important guests. The distribution of income is not yet equitable, which is a significant challenge that hinders the economic contribution of the tourism sector to the community. This indicates that the distribution of income in Peneleh Heritage Tourism Village does not yet fully serve as a main source of income for Pokdarwis and the local community. Therefore, this contradicts the theory of Yaman & Mohd (2004), which emphasizes that economic benefit distribution must be carried out fairly and maximally as the key to sustainable tourism. Therefore, policy support and a consistent benefit distribution system are needed to improve community welfare.

#### **Utilization of Local Resources**

Based on Yaman & Mohd (2004), the sustainable use of local resources is a strength of the tourism sector that depends on the sustainable use of local natural and cultural resources. This indicates that resources in the local area are not only used for economic gain, but also to ensure environmental sustainability and empower local communities. The use of local resources will be evident in the proper management of physical assets and inherited social and cultural values. Sustainable tourism development is tourism that considers the environmental, social, cultural, and economic impacts for the present and the future, both for the local community and visitors (Rizal et al., 2024).

**Picture 4. Utilization of Historic Buildings In Peneleh Heritage**



*Source: Pokdarwis Peneleh Heritage Village, 2025*

The utilization of local resources in Peneleh Heritage Tourism Village is carried out by utilizing historical buildings as educational museums and tourist destinations. These historical buildings included the house of HOS Tjokroaminoto, the birth place of Bung Karno, the Dutch Cemetery, the Jobong Well Majapahit, the Jami Peneleh Mosque as the second oldest mosque in Surabaya, and the Dukur Kayu Mosque. In addition to being used for educational tourism for tourists, the existence of these historic buildings creates opportunities for collaboration between the tourism sector and the academic world. This site is used as research material by academics, both domestic and foreign, while promoting Indonesian cultural heritage to an international level. International academics have already utilized Peneleh Heritage Village tourism as part of the 2025 Summer School program in collaboration with academics in Surabaya. This activity reflects the synergy between cultural preservation, education, and sustainable tourism development, as well as an increase in tourist visits and research activities in Peneleh Heritage Village.

**Picture 5. Peneleh Heritage Village Tourism Activites in Surabaya City**



*Source: Pokdarwis Peneleh Heritage Village, 2025*

In addition to maximizing local resources through historic buildings, Peneleh Heritage Village is also active in maximizing the use of human resources in the surrounding area as an important element in managing tourist attractions. The involvement of the local community in various tourist activities serves not only as a form of preserving traditions, but also as a tool for empowering the economy and strengthening human resource capacity in the region. The local community is involved in various tourism activities, such as welcoming tourists with traditional dances, batik training, making shadow puppetry, and playing traditional games. In addition, the community also acts as tour guides who lead visitors to explore historical sites such as the Dutch Cemetery, Bung Karno's birth place, Sumur Jobong, and the residence of HOS Tjokroaminoto. With their in depth understanding, these guides not only convey historical information but also tell cultural stories, making the tourists' experience more real and meaningful.

Although the utilization of local resources in Peneleh Heritage Tourism Village has been well managed, especially through the active role of the community as guides who introduce the diversity of local culture and history, there are still challenges in implementing cultural attractions in a sustainable manner. Cultural attractions, such as art performances, dances, and handicraft making, are generally only held on certain moments, for example, during visits by foreign tourists and important guests. This means that these attractions cannot be enjoyed regularly by visitors who come every day. In addition, the community involved in tourism activities is middle aged (40-60 years old), which certainly threatens the sustainability of the Peneleh Heritage Tourism Viilage destination in the future. This situation shows that even though local resources have been optimized well, the development of cultural attractions and regeneration in tourism activities needs to be further improved in order to have a greater positive impact on the welfare and independence of the Peneleh Village community as a whole.

### **Strengthening of Local Institutions**

Yaman & Mohd (2004) explain that strengthening local institutions involves establishing tourism management organizations run by local communities, accompanied by capacity building through training in managing good relations between communities, resources, and visitors. In line with the above opinion, Aliim & Darwis (2024) explain that strengthening local institutions is very important in managing community based tourism destinations, including the formation of open and inclusive tourism managers, as well as the organization's capability to connect the interests of the community with other stakeholders.

**Picture 6. Strengthening of Local Institutions Pokdarwis Peneleh Village**



*Source: Pokdarwis Peneleh Heritage Village, 2025*

The strengthening of local institutions in Peneleh Heritage Village is aimed at Pokdarwis as a tourism management community. The first step in strengthening local institutions in Pokdarwis is to strengthen their capacity as tourism managers in the form of training. The Surabaya City Tourism Office specifically organizes a series of training sessions designed based on the needs of Pokdarwis Peneleh Village. The training covers important aspects of tourism destination management, such as human resource management, marketing, visitor services, and the development of attractive and sustainable tourism products. Through this training, the tourism working group will have the opportunity to gain knowledge and practical skills that can be directly applied in tourism management. The main objective of this training is to produce skilled and professional human resources in tourism management so that tourism management in Peneleh Heritage Village can be carried out effectively, efficiently, and provide a pleasant experience for tourists.

In addition the capacity building through training, the strengthening of the tourism management group is also carried out through a routine monitoring and evaluation mechanism. This monitoring aims to assess the extent to which tourism management is being implemented in accordance with the desired plans and targets. Monitoring of tourism development in Peneleh Heritage Village is carried out by the Surabaya City Tourism Office through regular field monitoring to ensure that all aspects of tourism management and development in Peneleh Village are running well in accordance with plans that have already been determined. This monitoring covers the number of visitors, tourism promotion, and sanitary conditions. Through this monitoring, the Surabaya City Tourism Office can identify various problems that arise in the field, both operational and technical.

Therefore, strengthening Pokdarwis as the tourism manager in Peneleh Village was carried out through skills training and monitoring by the Surabaya City Tourism Office, in accordance with the theory of Yaman & Mohd (2004). This theory highlights the importance of strengthening local institutions through community involvement and capacity building to manage interactions between residents, resources, and visitors professionally. As a result, destination management becomes more efficient, capable of resolving issues quickly, and supporting sustainability in the tourism sector.

## Linkages With Regional and National Levels

Based on Yaman & Mohd (2004), the linkages with regional and national levels in tourism development highlights the importance of collaboration and support between government levels and institutions so that tourism development can be efficient and sustainable. At the national level, the government acts as a provider of facilities, policy maker, and comprehensive support, while at the regional level, the main focus is on the implementation and direct management of tourism potential in accordance with local characteristics. Nur et al., (2022) added that local governments have the duty to make and implement policies in the tourism sector, by preparing a good development plan so that all tourism potential can be managed effectively and sustainably.

**Picture 7. Media Promotion in Village Peneleh Heritage**



*Source: Author Documentation, 2025*

The linkages with regional and national levels in the development of Peneleh Heritage Tourism Village is realized through tourism promotion activities that promote Peneleh Heritage Village at the regional and national levels. This is carried out to attract a larger audience so that the number of tourist visits increases from various segments of society. Through tourism destination promotion, whether directly or indirectly, we have indirectly introduced the destination. Moreover, if the promotion is carried out effectively, professionally, and attractively, it will certainly attract tourists to visit. As part of a modern promotional strategy, Pokdarwis maximizes technology to manage the official Instagram account of Peneleh Heritage Village, @kampungheritagepeneleh. On this platform, they regularly share interesting content, including photos, videos, event information, and cultural stories that are able to reach a wider audience, not only locally but also internationally. Social media plays an important role in attracting tourists who increasingly rely on the internet to find tourist attractions. Promotional efforts are also carried out through photography contests, one of which is organized by students from Airlangga University, aimed at increasing awareness and involvement of the local community in preserving the cultural heritage of the village. In this competition, both students and the local community are invited to document various aspects of life, beauty, and cultural values in Peneleh Village through photographs accompanied by narratives. This activity not only serves as an educational tool on the importance of preserving history and culture, but also as a means of visual promotion that can attract the attention of the general public, especially young people and potential tourists. The resulting photographic works can be maximized for publication and marketing of Peneleh Heritage Tourism Village, thereby expanding the reach of promotion and attracting more visitors to this historic tourist site.



### Picture 8. Integration Tourism in Peneleh Heritage



*Source: Pokdarwis Peneleh Heritage Village, 2025*

In addition, the linkages with regional and national levels interests is also reflected in the integration of tourism with important activities organized by the Surabaya City Government, such as the Munas Apeksi (National Conference of the Association of Indonesian City Governments), the Literacy Tour, and Mun4 (Meet Up Nusantara). These various activities are important opportunities to highlight the richness of local culture and history, including Peneleh Village as one of the heritage tourism destinations visited by participants. In a series of activities, participants are invited to explore Peneleh Village, experience the atmosphere of a village filled with history, and visit the homes of prominent figures such as HOS Tjokroaminoto and Bung Karno. This activity is not merely a tourist trip but also a form of reflection and respect for the nation's struggle and the preservation of local culture.

Overall, the linkages with regional and national levels tourism in Peneleh Heritage Village has been well established through tourism promotion activities on social media, competitions, and tourism integration that includes cooperation on several important programs from the Surabaya City Government, such as the Apeksi National Conference, Literacy Tour, and Meet Up Nusantara. Peneleh Village, rich in historical and cultural heritage, serves not only as a local tourism destination but also as part of national efforts to strengthen historical tourism destinations. Through these various activities, Peneleh Village has become a key destination in national events and expanded the scope of tourism promotion from the regional to the national level.

Community based tourism in Peneleh Heritage Tourism Village has been implemented optimally in accordance with the principles of community based tourism, which emphasize the active participation of local communities as drivers in the management, development, and empowerment of tourism that focuses on local resources. The local community participates through communities such as Pokdarwis and the Begandring community in activities such as tour guiding, food and beverage businesses, cultural events, and the preservation of historical buildings with the support of the Surabaya city government through the establishment of cultural heritage areas, the provision of promotional websites, training, and cooperation with various stakeholders including Bank Indonesia and educational institutions. However, in practice, there are still challenges such as low overall community involvement, the dominance of the middle aged generation, dependence on temporary corporate social responsibility, and a lack of integration between local businesses and tour packages, resulting in inconsistent income and low tourist visitation compared to other tourist attractions.



The implications of this policy include dependence on Bank Indonesia's corporate social responsibility assistance, as well as the potential to hinder the economic independence of the community if it is not supported by balanced top down synergy, digital promotion, and regular monitoring in accordance with the opinions of Yaman & Mohd (2004) to ensure the fair distribution of benefits among all parties involved. Therefore, several recommendations are proposed, including increasing the involvement of the younger generation through specially designed training and incentives, integrating local businesses into tourism packages such as walking tours and live in tours to stabilize income, strengthening regional and national relations through events such as the Apeksi National Conference and marketing on social media with regular evaluations, as well as an independent fund policy for Pokdarwis that includes initial subsidies and transparent profit sharing for the long term sustainability of community based tourism in the Peneleh Heritage Tourism Village.

### CONCLUSION

1. In terms of government support, the Surabaya City Government has provided excellent support for the development of community based tourism in Peneleh Heritage Tourism Village and has shown a strong commitment to achieving the sustainability of this tourist destination. In this case, The Surabaya City Planning Agency plays a role in spatial planning for cultural heritage areas. The Mayor of Surabaya plays a role in creating cultural heritage and tourist village plans, the Surabaya City Tourism Office has appointed pokdarwis as tourism managers, facilitates collaboration with Bank Indonesia, and connects with travel agents, while the Surabaya City Communication and Information Office plays a role in creating a special website for tourist destinations as a means of information and a promotional medium to attract more tourists in a broader and more effective manner.
2. In terms of participation stakeholder, all stakeholders in Peneleh Heritage Village have played an active role through stakeholders such as pokdarwis, Begandring Community, Bank Indonesia's, student, and society. These stakeholders collaborate in the planning, management, and preservation of culture and the environment. This collaboration has succeeded in creating sustainable tourism, bringing economic and social benefits, and creating a comfortable and educational tourism experience for tourists.
3. In terms of profit sharing, Peneleh Heritage Tourism Village has not been running optimally and tends to be unstable. Income from tourism activities depends on specific events, such as visits from foreign tourists, festivals, and bazaars, so the profits generated have not been able to provide a sustainable economic impact for the community.
4. In terms of the sustainable use of local resources, Peneleh Heritage Tourism Village has maximized historic buildings as educational and research sites, as well as human resources in tour guiding and cultural attractions. However, there are still issues, namely cultural attractions that are not yet held regularly, thus requiring improvements and enhancements to empowerment activities that benefit the community's welfare.
5. In terms of strengthening of local institutions, this strengthening was successfully carried out by Pokdarwis as the tourism manager in the development of tourism, which was realized in training, monitoring, and evaluation activities. These activities were carried out to increase the capacity of managers, create attractive tourism products, and improve services for visitors.
6. In terms of the linkages with regional and national levels, Peneleh Heritage Tourism Village has been successfully implemented through tourism promotion in the form of social media creation, competitions, and integration with important Surabaya City Government programs

such as Apeksi National Conference, Literacy Tour, and Meet Up Nusantara. These activities have not only established Peneleh Tourism Village as a historical tourist destination at the city level, but also made it part of the tourism network at the national level.

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