Journal of Government and Politics (JGOP) 7 (2) December 2025, 117-132
ISSN: 2774-728X (Print), ISSN: 2686-3391 (Online) https://journal.ummat.ac.id/index.php/JSIP/index

Community Based Tourism: Community-Based Ecotourism Governance And Local Wisdom In Musi Rawas District

Mardi Murahman[1], Muhammad Dimas Rizqi[2], Nindila Dwi Oriena[3], Alda Azaahra[4]
[1,2,3,4] Universitas Musi Rawas, Indonesia
Corresponding Author: **mardimurahman@gmail.com**

Received 27 September 2025 Revised 01 December 2025 Accepted 20 December 2025

ABSTRACT

This study examines the governance of community-based ecotourism (Community Based Tourism/CBT) integrated with local wisdom in Pasenan Village, Musi Rawas Regency. Ecotourism is viewed not only as a tourism activity but also as a means of environmental conservation and community welfare improvement. Findings from observations, interviews, and FGDs indicate that the success of tourism management is largely determined by the synergy between natural potential, community participation, and government support. Local wisdom in the form of knowledge, values, and traditions serves as an essential asset in maintaining the balance between economic utilization and environmental preservation. However, challenges such as limited infrastructure, weak management, and unequal distribution of benefits remain significant obstacles. Quantitative analysis using SmartPLS shows that the research instruments meet validity and reliability criteria, with most indicators having loading factors and AVE values above the standard thresholds. This confirms that ecotourism governance and local wisdom significantly influence the strengthening of CBT. Therefore, the development of ecotourism in Pasenan Village requires strategies that integrate sustainability, empowerment, conservation, and local wisdom to enhance community welfare while preserving cultural and environmental sustainability.

Keywords : Governance; Ecotourism; Local Wisdom; Community Based Tourism

INTRODUCTION

Tourism is a strategic sector in economic development, capable of driving regional growth, creating jobs, and improving community welfare. However, mass tourism management patterns often have negative impacts on the environment, culture, and social fabric of local communities. Therefore, a new, more sustainable approach is needed, positioning the community as the primary actor.

Furthermore, developing this potential requires the active involvement of the community as a direct stakeholder (Widyawati, 2018). Furthermore, a development strategy is also needed, including the provision of facilities and infrastructure (Rizqi et al., 2025). In line with this, Community Based Tourism (CBT) is one way to develop ecotourism by involving local communities (Yulianto et al., 2022). Community-Based Tourism (CBT) is also an empowerment approach that elevates the community as the primary actor, driving potential, and serving as a key player in the tourism industry (Anggriani et al., 2023). Community participation in the tourism planning process is recommended as a means of implementing sustainable tourism (Okazaki, 2008). However, the role of the community in this regard requires the skills and knowledge to develop the potential of tourism villages (Hajar et al., 2018).

Community-based ecotourism, integrating local wisdom, is a relevant concept in addressing current tourism development challenges. Local wisdom, embodied in traditions, social practices, and community procedures for managing natural resources, has proven effective in preserving the environment while strengthening cultural identity. Through Community-Based Tourism (CBT), communities are not merely objects of development but also play a role as subjects who plan, manage, and directly supervise tourism activities in their areas. This aligns with the concept of sustainable development, which emphasizes a balance between economic, social, cultural, and ecological aspects (Diamantis, 1999; Okazaki, 2008).

The context of this research is based on the reality on the ground that tourism potential in rural areas, whether in the form of natural scenery, biodiversity, or cultural heritage, is often underdeveloped. One of the causes is weak governance, limited community capacity, and minimal integration of local values into management practices. As a result, tourism potential is unable to make a maximum contribution to community welfare or environmental sustainability. Therefore, this research is crucial to explore how community-based ecotourism management with local wisdom can become a strategic instrument in sustainable destination development.

The research objective of this study is to comprehensively describe community-based ecotourism management using the Community Based Tourism (CBT) approach in Pasenan Village and to analyze the role of local wisdom in supporting tourism destination management. This study also aims to identify supporting factors and existing obstacles, allowing for the formulation of sustainable ecotourism development strategies that benefit the community, maintain community well-being, and preserve cultural and environmental integrity

According Widyawati (2018) the ideal tourism management model places the community as the primary decision-maker, ensuring a more equitable distribution of economic, social, and cultural benefits. Research by Ekanasari et al., (2021) demonstrates that local wisdom is crucial social capital for maintaining tourist attractions and strengthening regional identity. Furthermore, Siswadi et al.,(2011) also emphasize that local wisdom practices have proven effective in environmental management, for example, in customary-based water and forest resource management systems.

Okazaki (2008) further stated that community participation in CBT can be categorized at several levels, ranging from mere information and consultation to full empowerment. Meanwhile, recent research by Anggriani et al., (2023) demonstrated that implementing CBT in rural

ecotourism destinations can increase community income through homestays, culinary businesses, and local crafts. Thus, the existing literature confirms that combining CBT and local wisdom has the potential to create sustainable and competitive tourism destinations..

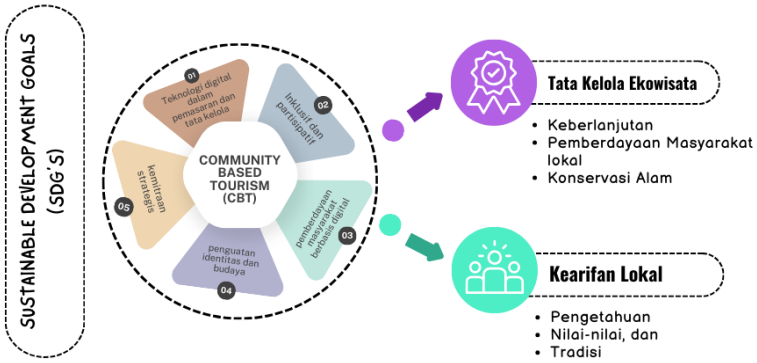
Based on field observations, Pasenan Village in STL Ulu Terawas District, Musi Rawas Regency, has significant potential for development as a community-based ecotourism destination. This village has a population of approximately 1,825–1,890 people, with over 1,200 households, consisting of 986 men and 822 women (Desa Pasenan, 2022). This data indicates that the availability of human resources is sufficient to support tourism development, including homestay managers, local guides, culinary entrepreneurs, and artisans of locally sourced products. A relatively small population and a social structure still strongly rooted in mutual cooperation also provide strong social capital for driving participatory ecotourism management.

Furthermore, Pasenan Village, STL Ulu Terawas District, Musi Rawas Regency, boasts natural advantages, such as clear river water, the Kerinci Seblat National Park (TNKS) area, and traditions such as berejum (rhythmic storytelling) (Suryani, 2020). With these natural advantages and traditions, Sri Pengantin Hamlet was named second place in the Anugrah Pesona Indonesia (API) Award for the Most Popular Unique Tourist Destination category in Indonesia in 2020. Furthermore, this village is located in a remote and underdeveloped area, where villages are a crucial element in developing Indonesia from the periphery (Rizqi & Murahman, 2023).

However, several obstacles were observed in the field. First, limited community capacity in management, marketing, and digital technology. Second, tourism support infrastructure is still minimal, such as road access, sanitation facilities, and limited accommodation facilities. Third, the absence of clear local regulations regarding community-based tourism management, making it prone to conflicts of interest and unequal benefit distribution. This fact reinforces the urgency of research on community-based ecotourism governance that prioritizes local wisdom.

Furthermore, this study has a problem-solving approach and strategy to address these issues. First, the approach uses the concept of Community-Based Tourism (CBT), where the basic principle of the Community-Based Tourism (CBT) concept is to make the community the primary actor by encouraging their empowerment in various aspects of tourism (Rika Trispa et al., 2021). The approach used in this study includes digital technology in marketing and governance, inclusiveness and participation, digital-based community empowerment, strengthening identity and culture, and strategic partnerships. Second, the problem-solving strategy formulated in this study is community-based ecotourism management and local wisdom. It is clear that ecotourism is a concept that is not only a tourism industry but also a means to preserve the natural environment and support the well-being of local communities. Furthermore, ecotourism is a form of tourism that develops by considering aspects of sustainability, nature conservation, and local community empowerment (Diamantis, 1999). In this study, ecotourism governance is expected to lead to sustainable development (Sustainable Development Goals). Furthermore, local wisdom encompasses several criteria such as knowledge, values, and traditions passed down from generation to generation within a community (Ekanasari et a l., 2021). For a more detailed and concrete explanation, the researcher has included an illustration of the formulated problem-solving approach and strategy, as follows:

Figure 1. Problem-Solving Approach and Strategy

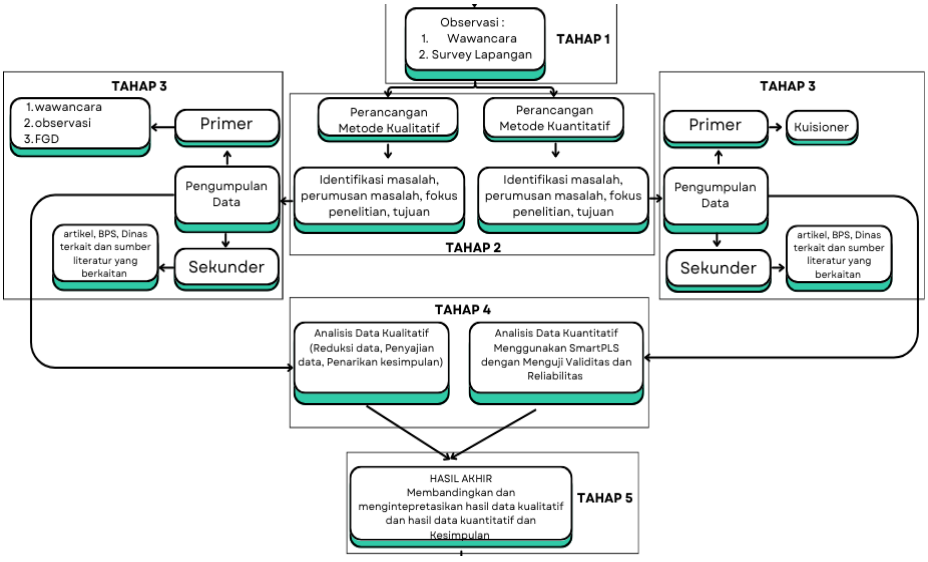


Therefore, designing ecotourism governance based on Community-Based Tourism (CBT), emphasizing community participation and integrating local wisdom, is essential. By involving the community in planning and management, while simultaneously strengthening local traditions as a tourism identity, Pasenan Village has the potential to become an ecotourism destination that not only provides economic benefits but also maintains cultural and environmental sustainability. Furthermore, problem-solving approaches and strategies are also crucial for contributing to sustainable development (Sustainable Development Goals).

Method

This research uses a mixed methods approach (quantitative and qualitative) with a sequential transformative model or a combination of quantitative and qualitative data (Yusuf, 2014). Mixed research is a general type of research (one of three paradigms) in which methods, techniques, or other characteristics of quantitative and qualitative paradigms are combined in one overall study (Tashakkori & Teddlie, 1998). The quantitative approach is carried out through survey data collection (questionnaires). Meanwhile, the qualitative approach is carried out through data collection from interviews, observations, and Forum Group Discussions (FGDs). The research flow can be seen in the following figure.

Figure 2. Research Flow Chart



To further clarify the research flow above, the following is an explanation.
Stage 1 : *Observation. At this stage, researchers will go into the field to conduct direct observations and interviews with managers, local government officials, and local communities.*

Stage 2 : This stage will involve designing the research method. This research uses a mixed method (qualitative and quantitative). Therefore, this process requires designing both qualitative and quantitative methods. Each method design must prepare several things, including problem identification, problem formulation, research focus, objectives, and primary data design (questionnaires, interviews, focus group discussions (FGDs), and observations).

Stage 3 : Data collection. The qualitative method uses primary data such as observations, interviews, and focus group discussions (FGDs). The quantitative method uses primary data obtained from a survey (questionnaire) with a sample of 151 respondents using random sampling. Secondary data, both qualitative and quantitative, are obtained from articles, the Central Statistics Agency (BPS), relevant agencies, and literature sources related to this research.

Tahap 4 : After obtaining the data results from the questionnaire, interviews, observations, and Focus Group Discussions (FGD), the next stage is data analysis. This study uses combined data analysis with a sequential form with a sequential transformative strategy model. Where the sequential transformative model or data combination between quantitative and qualitative methods (Yusuf, 2014). Qualitative data was obtained from interview, observation, and FGD data by analyzing the data using data reduction, data presentation, and drawing conclusions. Quantitative data was obtained from questionnaire data by analyzing the data using data analysis tools, namely SmartPLS. The use of SmartPLS data analysis requires a Reflective Measurement Test in the Outer Model which is used to evaluate the quality of latent variable measurements in the Structural Equation Modeling (SEM) model based on Partial Least Squares (PLS) (Hair et al., 2017). The first purpose of the Reflective Measurement Test is to evaluate the Reliability Test, where reliability is to ensure that the indicators used to measure latent variables are consistent and reliable. Secondly, to evaluate the Validity Test, where validity is to ensure that the indicators used actually measure what they are supposed to measure.

Realibility Test

This test will examine Cronbach's Alpha and Composite Reliability (CR). A Cronbach's Alpha value, or alpha, must be greater than 0.7 to indicate good reliability. Composite Reliability, or CR, must be greater than 0.7 to indicate good reliability (Hair et al., 2017). If the composite reliability indicator is greater than Cronbach's alpha, the indicator is considered reliable (Ghozali & Latan, 2015).

Validity Test

The validity test will utilize convergent validity and discriminant validity.

a. Convergent Validity. Convergent validity ensures that the measurements of a construct are closely related (Abdillah & Jogiyanto, 2009). To measure convergent validity, the Loading Factor and Average Variance Extracted (AVE) values must be considered. The Loading Factor value indicates the strength and consistency of the relationship between the indicator and the construct, or the variable value > 0.7. Meanwhile, the Average Variance Extracted (AVE)

value indicates how much of the indicator's variability is explained by the construct, or the variable value > 0.5.

b. Discriminant Validity. Discriminant validity evaluates the extent to which a construct differs from other constructs (Hair et al., 2017). Discriminant validity testing aims to ensure that the constructs being measured are indeed distinct from one another and to avoid misinterpretations due to overlapping constructs. In this study, discriminant validity was determined using the cross-loading test. Cross-loading demonstrates the relationship between an indicator and other constructs, in addition to the construct being measured. It can be confirmed that the outer loading > cross-loading helps ensure the uniqueness of the indicator and the construct validity within the research model.

Stage 5 : The next stage is the final results. The final results are intended to compare and interpret the results of the qualitative and quantitative data analysis. After comparing and interpreting the data, the next stage is the conclusion

Results And Discussion

1. Community Based Ecotourism

Ecotourism is a concept that is not only a tourism industry but also a means to preserve the natural environment and support the well-being of local communities. Furthermore, ecotourism is a form of tourism that develops by considering aspects of sustainability, nature conservation, and local community empowerment. In this study, ecotourism governance is expected to lead to sustainable development (Sustainable Development Goals).

The FGD results indicate that ecotourism governance in Pasenan Village is strongly influenced by the synergy between natural resources, community involvement, and government support. Discussion participants emphasized that the success of community-based tourism management is determined by community awareness, the sustainability of tourism village development, and the active participation of the younger generation, particularly youth organizations.

Sustainability

Ecotourism in Sri Pengantin Hamlet has great potential due to its natural beauty, such as waterfalls and clear rivers, as well as its rich cultural heritage, the berejum or bersenjang tradition. However, sustainability faces serious challenges, such as the lack of optimal integration of local wisdom into tourism governance and the limited supporting infrastructure. The FGD results confirmed that village tourism development must first become a village development paradigm to ensure a clear direction in the master planning manual. According to the community, the idea for village tourism development has existed since 2013, but has not yet been realized due to obstacles in access, management, and public awareness.

Community Empowerment

The CBT principle positions local communities as the driving force behind ecotourism. This empowerment can be realized through increased community capacity in the form of skills training, such as in tourism management, digital marketing, and managing homestays or cultural attractions. Active community participation is evident in their involvement in managing tourist attractions, providing tourism services, and preserving local traditions. However, analysis results indicate that this participation is not yet fully optimal due to obstacles such as limited knowledge, minimal government support, and weak strategic partnership networks. Therefore, targeted and

systematic community empowerment is essential for ecotourism to provide economic benefits while strengthening local socio-cultural identity.

FGD results indicated that community participation is key. The Village Secretary emphasized the importance of the role of youth organizations (Karang Taruna) as a driving force for ideas and creative energy to develop village tourism icons, while researchers encouraged the formation of community working groups for more structured management. Community empowerment can be achieved through direct involvement in tourism packages, for example, providing services such as textiles and food.

Nature Conservation

Nature conservation is a crucial sub-aspect of ecotourism management because the Pasenan Village area directly borders Kerinci Seblat National Park (TNKS), which has a fragile ecosystem. Unregulated tourism activities have the potential to cause negative impacts, such as river pollution, forest ecosystem damage, and natural landscape degradation. Therefore, conservation must be implemented through an approach based on local wisdom, for example, through customary rules to maintain forest and river sustainability. Furthermore, the village government can establish regulations to regulate tourism activities to ensure they remain environmentally friendly.

Overall, the analysis shows that the success of CBT-based ecotourism management in Pasenan Village is largely determined by the synergy between sustainability, community empowerment, and nature conservation. Sustainability ensures the long-term sustainability of ecotourism, community empowerment ensures the creation of local economic independence, while nature conservation ensures the preservation of resources for future generations. If these three sub-aspects are consistently integrated, ecotourism will not only improve community welfare but also become a vital instrument in preserving nature and preserving local culture.

The FGD results also revealed that the community highlighted the increasingly severe damage to rivers and forests due to illegal logging and the expansion of large-scale palm oil plantations. This situation has impacted the ecosystem surrounding the Pasenan Village tourist destination, which is increasingly degraded. Therefore, the community is urging the National Parks Management Agency (TNKS) to not only take legal action but also provide concrete solutions in the form of environmentally friendly alternative economic programs. Several speakers emphasized that ecotourism development should not damage the environment but should instead serve as a means of conservation through educational tourism. Thus, community-based conservation is a strategy that supports the balance between utilization and preservation.

2. Utilization of Local Wisdom in Tourism Management

Local wisdom encompasses several criteria, such as knowledge, values, and traditions passed down from generation to generation within a community.

Knowledge

Local knowledge encompasses various skills, experiences, and perspectives related to the management of natural and social resources. For example, community understanding of procedures for protecting the surrounding environment, regulating the use of forest products, and wisdom in maintaining the cleanliness of rivers and conservation areas. This knowledge is not only passed down orally but is also practiced in daily life. In ecotourism development, local knowledge is a crucial resource for designing tourism activities that are environmentally friendly, educational, and relevant to the characteristics of the region.

FGD results indicate that communities have a fairly good understanding of the natural potential around them, such as the existence of rivers, waterfalls, and forest areas that can be developed as tourist attractions. This knowledge is not limited to the use of nature but also includes awareness of the importance of preserving the environment from the threats of deforestation and land conversion. Furthermore, the community also understands that tourism management requires sound management, for example through integrated tour packages with local MSMEs, accommodations, and promotions through social media.

Values

Local wisdom values reflect social norms that emphasize the importance of togetherness, mutual cooperation, and respect for nature. These values form the basis for community participation in inclusive and participatory ecotourism management. Examples include mutual assistance during traditional activities or cultural celebrations, as well as a commitment to preserving nature as a shared heritage.

The FGD results indicate that the people of Pasenan Village still uphold the principles of togetherness, mutual cooperation, and collective awareness to maintain harmony between economic interests and environmental sustainability. The value of sustainability is an important foundation, as the community strives to shift its mindset from exploiting nature to environmentally friendly utilization through ecotourism.

Traditions

Traditions are tangible manifestations of knowledge and values expressed through cultural practices, rituals, and customary activities. Traditions such as local arts, traditional ceremonies, and rituals related to the cycle of life and nature are key attractions in ecotourism. These traditions not only strengthen the community's cultural identity but can also be packaged as tourist attractions that enrich the tourist experience. For example, the tradition of rhythmic storytelling and local arts in Pasenan Village reflects the unique culture of the local community. Preserving traditions through ecotourism keeps local culture alive while also providing economic value to the community.

FGD results revealed that the local wisdom of Pasenan Village is still preserved through various cultural practices passed down through generations. Artistic traditions such as berejum or bersenjang (rhythmic storytelling) are distinctive local cultural characteristics that can be packaged as tourist attractions. Furthermore, the practice of using traditional transportation such as the ketek (horse-drawn carriage) not only serves as a means of mobility but also reflects the community's identity and can be developed as a tourist attraction. Customary traditions related to respect for nature also remain deeply embedded in the lives of some communities, despite facing challenges from modernization and unsustainable economic activities.

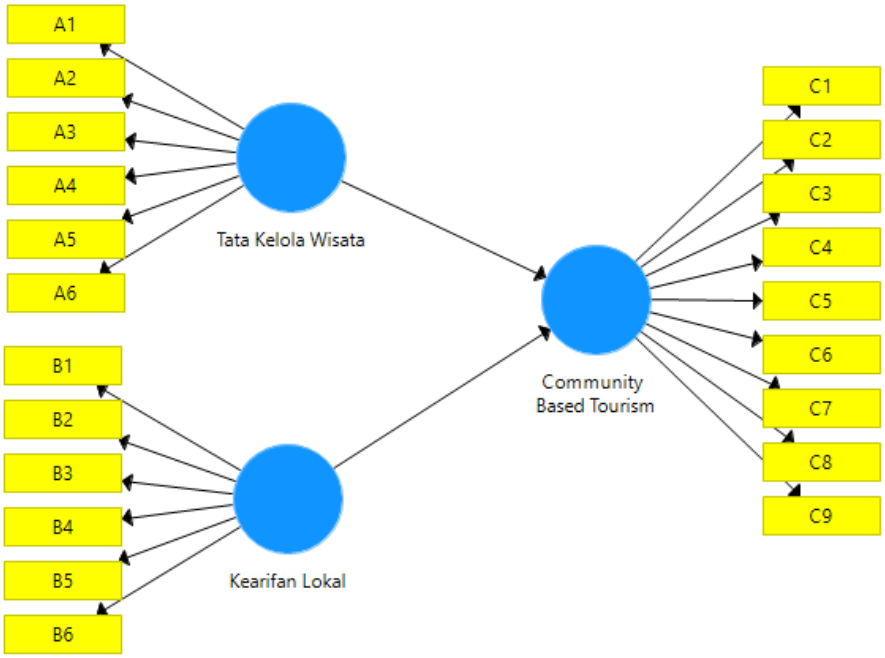
The implementation of Community-Based Tourism (CBT) in Pasenan Village represents a positive initial step, although a number of obstacles remain that hinder its comprehensive implementation. In terms of community participation, observations indicate that residents have been involved in various tourism activities such as homestay management, local culinary provision, and cultural attractions. However, this level of participation is predominantly focused on operational aspects, while the community remains passive in planning and strategic decision-making. This aligns with the participation model (Okazaki, 2008), which places these conditions at the consultation stage, rather than full empowerment. Therefore, a more democratic mechanism is needed to truly empower the community as the primary decision-maker in ecotourism development.

From an economic and social empowerment perspective, the potential of CBT in Pasenan Village has had a positive impact on some residents, particularly those directly involved in the tourism sector. The presence of tourists has opened up business opportunities, such as homestays, handicrafts, and traditional transportation services. However, the distribution of economic benefits is still uneven, as they are still concentrated in a small group and have not reached all levels of village society. This situation indicates the need for more inclusive empowerment strategies, such as skills training, micro-enterprise mentoring, and strengthening village tourism institutions. This way, CBT will not only become a source of additional income but also an instrument for equitable distribution of local community welfare.

Analysis Using SmartPLS

In analysis using SmartPLS, a crucial initial step is testing the outer model, also known as the measurement model, and the inner model. However, this study only used the outer model. The outer model serves to ensure that the indicators used truly represent the constructs or latent variables being studied. In other words, the outer model acts as a bridge between abstract theory and data obtained from the field. Then, the use of SmartPLS data analysis requires a Reflective Measurement Test in the Outer Model, which is used to evaluate the measurement quality of latent variables in Structural Equation Modeling (SEM) models based on Partial Least Squares (PLS) (Hair et al., 2017).

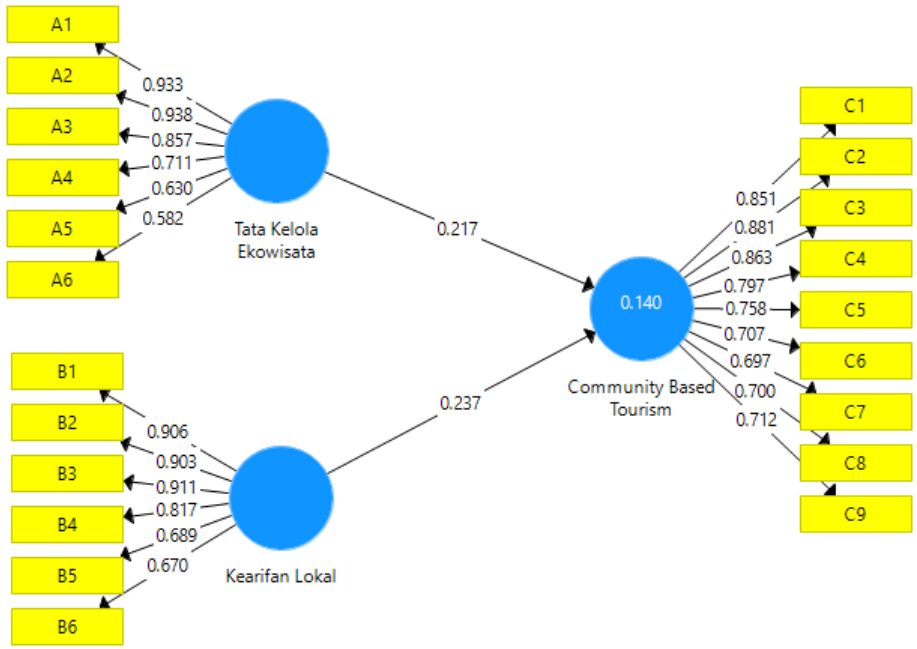
Figure 3. Relationships between Variables



Source: SmartPls data processing

Based on the figure above, it can be explained that the research model illustrates the relationship between Tourism Governance and Local Wisdom with Community-Based Tourism (CBT). Tourism Governance is measured through six indicators (A1–A6), while Local Wisdom is also measured through six indicators (B1–B6). These two variables then become factors influencing the development of Community-Based Tourism, which in turn is measured through nine indicators (C1–C9). Conceptually, this model demonstrates that the success of CBT is determined not only by good tourism management but also by the preservation and application of local wisdom values, thus creating sustainable community-based tourism that supports local communities.

Figure 4. Loading Factor



Source : SmartPls data processing

Based on the figure above, it can be seen that the Ecotourism Governance and Local Wisdom variables play a role as factors influencing Community-Based Tourism (CBT). The loading factor values for the Ecotourism Governance indicators (A1–A6) are mostly good, especially A1 to A3, which are above 0.9. However, there are weak indicators such as A5 (0.630) and A6 (0.582), indicating a low contribution to the construct. Meanwhile, the Local Wisdom indicators (B1–B6) show quite strong results, with most values above 0.8, although B5 (0.670) is still relatively low. This indicates that both governance and local wisdom have been measured with fairly valid indicators, although some require improvement.

A. Validity Test

a. Convergent Validity

The function of convergent validity testing is to ensure that the measurements of a construct are closely related (Abdillah & Jogiyanto, 2009). To measure convergent validity, the Loading Factor and Average Variance Extracted (AVE) values must be considered. The Loading Factor indicates the strength and consistency of the relationship between the indicator and the construct, or variable value > 0.7. The Average Variance Extracted (AVE) indicates how much of the indicator's variability is explained by the construct or variable value > 0.5.

Tablel 1. Outer Loading

	Community Based Tourism	Kearifan Lokal	Tata Kelola Ekowisata
A1			**0,933**
A2			**0,938**
A3			**0,857**
A4			**0,711**
A5			**0,630**
A6			**0,582**
B1		**0,906**	
B2		**0,903**	
B3		**0,911**	
B4		**0,817**	
B5		**0,689**	
B6		**0,670**	
C1	**0,851**		
C2	**0,881**		
C3	**0,863**		
C4	**0,797**		
C5	**0,758**		
C6	**0,707**		
C7	**0,697**		
C8	**0,700**		
C9	**0,712**		

Source : SmartPls data processing

The outer loadings in Table 1 above indicate that most indicators are valid, as they have values above 0.7. The Community-Based Tourism construct is relatively strong, although several indicators (C6, C7, and C8) are at the minimum limit. For the Local Wisdom construct, only B1, B2, and B3 are very strong, while B4, B5, and B6 are weak. For Ecotourism Governance, indicators A1, A2, and A3 are high, but A4, A5, and A6 are low. Therefore, although the majority of indicators meet the requirements, several indicators need to be considered for model consistency.

b. Discriminant Validity

Discriminant validity evaluates the extent to which a construct differs from other constructs (Hair et al., 2017). Discriminant validity testing aims to ensure that the constructs being measured are indeed distinct from one another and to avoid misinterpretations due to overlapping constructs. In this study, discriminant validity uses the cross loading test, where cross loading shows the relationship between indicators and other constructs, other than the construct that should be measured or it can be ensured that outer loading>cross loading helps ensure the uniqueness of indicators and construct validity in the research model.

Table 2. Discriminant Variable

	Community Based Tourism	Kearifan Lokal	Tata Kelola Ekowisata
Community Based Tourism	0,777		
Kearifan Lokal	0,315	0,822	
Tata Kelola Ekowisata	0,302	0,362	0,788

Source : SmartPls data processing

Table 2 above shows the results of the discriminant validity test through the AVE root value on the diagonal, which is higher than the correlation between constructs. Community-Based Tourism has a value of 0.777, Local Wisdom 0.822, and Ecotourism Governance 0.788, all of which are greater than the correlation between variables. This indicates that each construct is able to differentiate itself from the others, thus meeting discriminant validity.

Table 3. Cross Loading Test

	Community Based Tourism	Kearifan Lokal	Tata Kelola Ekowisata
A1	0,366	0,395	0,933
A2	0,280	0,426	0,938
A3	0,219	0,334	0,857
A4	0,085	0,238	0,711
A5	0,146	0,064	0,630
A6	0,152	0,046	0,582
B1	0,289	0,906	0,466
B2	0,321	0,903	0,396
B3	0,267	0,911	0,384
B4	0,245	0,817	0,256
B5	0,240	0,689	0,068
B6	0,140	0,670	0,075
C1	0,851	0,332	0,291
C2	0,881	0,326	0,277
C3	0,863	0,329	0,214
C4	0,797	0,286	0,306
C5	0,758	0,191	0,248
C6	0,707	0,148	0,238

C7	0,697	0,138	0,147
C8	0,700	0,103	0,136
C9	0,712	0,150	0,138

Source : SmartPls data processing

The cross-loading test results in the table show that each indicator has a higher loading value on the construct it measures compared to the other constructs. For example, indicators A1–A3 are higher for Ecotourism Governance, indicators B1–B3 are dominant for Local Wisdom, and indicators C1–C9 are higher for Community-Based Tourism. This indicates that these indicators are valid in reflecting their respective constructs, thus meeting the requirements for discriminant validity.

B. Reliability Test

This test examines Cronbach's Alpha and Composite Reliability (CR). Cronbach's Alpha, or alpha, must be greater than 0.7 to indicate good reliability. Composite Reliability, or CR, must be greater than 0.7 to indicate good reliability (Hair et al., 2017). If the composite reliability indicator>Cronbach's alpha, then the indicator is said to be reliable (Ghozali & Latan, 2015). *Average variance extracted (AVE) to show how much indicator variability is explained by the construct or variable value> 0.5* (Ringle et al., 2018).

Table 4. *Construct Reliability and Validity*

	Cronbach's Alpha	**rho_A**	**Composite Reliability**	**Average Variance Extracted (AVE)**
Community Based Tourism	0,921	0,947	0,932	0,604
Kearifan Lokal	0,902	0,927	0,925	0,676
Tata Kelola Ekowisata	0,877	0,985	0,905	0,621

Source : SmartPls data processing

Table 4 above, regarding reliability and validity, shows that all constructs meet the criteria, as the Cronbach's Alpha, rho_A, and Composite Reliability values are above 0.7, and the AVE value is greater than 0.5. This indicates that the constructs of Community-Based Tourism, Local Wisdom, and Ecotourism Governance have excellent internal consistency and met convergent validity, thus declaring the research instrument reliable and valid.

The SmartPLS analysis results indicate that the Ecotourism Governance and Local Wisdom variables significantly contribute to strengthening Community-Based Tourism (CBT), as evidenced by the high loading factor values for most indicators and the fulfillment of validity and reliability criteria. This finding aligns with the FGD results, which confirmed that the success of ecotourism development in Pasenan Village is strongly influenced by structured governance, community participation, and the integration of local cultural values. Kaharuddin et al., (2020), also found that ecotourism development requires community participation supported by various stakeholders. In the FGDs, the community highlighted the importance of good tourism management, the development of tourism packages, and the need for a clear village development

paradigm, all of which illustrate the governance indicators that emerged as dominant factors influencing CBT in the SmartPLS analysis.

Furthermore, the FGD results indicated that local wisdom, including knowledge, the value of mutual cooperation (gotong royong), and the traditions of berejum (traditional handicrafts) and the use of ketek (traditional bamboo baskets), are still alive and have significant potential to become tourist attractions. This is consistent with the SmartPLS results, where local wisdom indicators, such as cultural knowledge and traditional practices, had high loading factors. Although some indicators scored lower, overall, local wisdom variables remained valid as determinants of CBT. These quantitative findings reinforce the importance of tourism as a key factor for well-being, happiness, and sustainable development (Rizqi et al., 2025).

Therefore, the governance indicators related to infrastructure and management, as well as the local wisdom indicators related to the use of customs, align with the challenges presented in this study. Several weaknesses exist, such as weak management, a lack of supporting facilities, and a unequal understanding of tourism management among the community. This indicates that perceived obstacles in the field are reflected in the quantitative data. Furthermore, the integration of SmartPLS findings and FGD results indicates that CBT development in Pasenan Village requires strengthening governance, increasing community capacity, and revitalizing the use of local wisdom as key strategies towards a sustainable ecotourism destination (Rahim, 2022).

CONCLUSION

This study demonstrates that community-based ecotourism development in Pasenan Village is influenced by a strong integration of sustainability, community empowerment, environmental conservation, and the utilization of local wisdom. Qualitative results confirm that local natural and cultural potential are essential foundations for developing ecotourism destinations, while successful management is highly dependent on community participation and village institutional support. Furthermore, quantitative findings using SmartPLS demonstrate that all constructs of Ecotourism Governance, Local Wisdom, and Community-Based Tourism (CBT) meet validity and reliability criteria, confirming the validity and consistency of the model used. This confirms that good governance and the utilization of local wisdom have a significant influence on strengthening CBT.

Practically, this study implies the need for more concrete strategies to strengthen CBT development in Pasenan Village, such as increasing community capacity through tourism management and digital marketing training, developing village regulations related to tourism governance, and developing tour packages that integrate cultural attractions, conservation, and environmental education. Furthermore, strengthening collaboration between village governments, youth organizations (Karang Taruna), the National Park (TNKS), and MSMEs is crucial to ensure equitable distribution of benefits and the sustainability of tourism programs.

This study is limited by its sample size and does not test causal relationships within the inner model, so interpretation of relationships between variables remains limited to the measurement level. Future research is recommended to expand the scope, test the structural model more comprehensively, and delve deeper into the dynamics of actors and collaborative governance in community-based ecotourism development. Thus, this study provides theoretical contributions to strengthening the CBT model based on local wisdom and offers practical recommendations for sustainable ecotourism development at the village level.

REFERENCE

Abdillah, W., & Jogiyanto. (2009). *Partial Least Square (PLS) Alternatif SEM Dalam Penelitian Bisnis*. Penerbit Andi.

Anggriani, R., Febriana, W., Prasetyo, R., & Komala, R. (2023). Ekowisata Melalui Konsep Community Based Tourism. *JCOMENT (Journal of Community Empowerment)*, *4*(3), 137–151. https://doi.org/10.55314/jcoment.v4i3.430

Desa Pasenan. (2022). *Profil Desa Pasenan*.

Diamantis, D. (1999). The concept of ecotourism: Evolution and trends. *Current Issues in Tourism*, *2*(3), 93–122.

Ekanasari, N., Fathurohman, I., & Nugraheni, D. L. (2021). Potensi Budaya, Bahasa, Sastra, dan Pembelajarannya untuk Pengembangan Pariwisata dan Industri Kreatif. In *Seminar Nasional*.

Ghozali, I., & Latan, H. (2015). *Partial Least Squares : Konsep, Teknik dan Aplikasi Menggunakan SmartPLS 3.0 Edisi 2*. Badan Penerbit Universitas Diponegoro.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). A primer on partial least squares structural equation modeling (PLS-SEM). *Sage Publications*.

Hajar, S., Tanjung, I. S., & Tanjung, Y. (2018). *Pemberdayaan dan Partisipasi Masyarakat Pesisir*. Lembaga Penelitian dan Penulisan Ilmiah AQLI.

Kaharuddin, K., Pudyatmoko, S., Fandeli, C., & Martani, W. (2020). Partisipasi Masyarakat Lokal dalam Pengembangan Ekowisata. *Jurnal Ilmu Kehutanan*, *14*(1), 42–54.

Okazaki, E. (2008). A community-based tourism model: Its conception and use. *Journal of Sustainable Tourism*, *16*(5), 511–529. https://doi.org/10.1080/09669580802159594

Rahim, E. I. (2022). Penguatan Kapasitas Tata Kelola Lembaga Adat Desa Bongo Melalui Penyuluhan Terkait Pelestarian Kearifan Lokal Dan Hukum Adat Masyarakat. *Jurnal Abdidas*, *3*(4), 702–709.

Rika Trispa, E., Bagus Kaloka, D., Khansa Harmadi, C., Puspamika, S., & Rizqullah, G. (2021). Perencanaan Ekowisata Kampung Blekok Berbasis Community Based Tourism(CBT) Ecotourism Planning In Blekok Village Based On Community Based Tourism (CBT). *MATRAPOLIS : Jurnal Perencanaan Wilayah Dan Kota*, 34–45. https://jurnal.unej.ac.id/index.php/MATRAPOLIS/index

Ringle, C. M., Sarstedt, M., & Straub, D. W. (2018). A critical look at the use of PLS-SEM in MIS research. *MIS Quarterly, 42(1), 287-310*, *42*(1), 287–310.

Rizqi, M. D., & Murahman, M. (2023). Efektivitas Penggunaan Sistem Keuangan Desa (SISKEUDES) dalam Pengelolaan Dana Desa. *DEMOKRASI*, *3*(1), 39–52.

Rizqi, M. D., Talia, Y., Mardoni, A., Sudarmiyati, & Murahman, M. (2025). Strategi Pemerintah dalam Pengembangan Wisata Napal Manjur sebagai Upaya Meningkatkan Pendapatan Masyarakat (Studi Desa Terusan Kabupaten Musi Rawas Utara). *Jurnal Pemerintahan Dan Politik*, *10*(1), 131–151. https://doi.org/10.36982/jpp.v10i1.5200

Siswadi, Taruna, T., & Purnaweni, H. (2011). KEARIFAN LOKAL DALAM MELESTARIKAN MATA AIR (Studi Kasus di Desa Purwogondo, Kecamatan Boja, Kabupaten Kendal). *JURNAL ILMU LINGKUNGAN*, *9*(2), 63–68. http://ejournal.undip.ac.id/index.php/ilmulingkungan

Suryani, I. (2020). *Sri Pengantin, Dusun Terisolasi yang Menawan di Sumsel*. Detik Travel. https://travel.detik.com/domestic-destination/d-5217161/sri-pengantin-dusun-terisolasi-yang-menawan-di-sumsel

Tashakkori, A., & Teddlie, C. (1998). *Mixed methodology: Combining qualitative and quantitative approaches* (Vol. 46). Sage.

Widyawati, C. (2018). Peranan Partisipasi Masyarakat Lokal Dalam Pengembangan Wisata Heritage di Trowulan. *Jurnal Pariwisata*, *5*(2), 83–94.

Yulianto, Y., Meilinda, S. D., Fahmi, T., Hidayati, D. A., & Inayah, A. (2022). PENERAPAN COMMUNITY BASED TOURISM (CBT) DI DESA MERAK BELANTUNG KABUPATEN LAMPUNG SELATAN DALAM MEWUJUDKAN DESA EKOWISATA. *Jurnal Abdi Insani*, *9*(1), 9–19. https://doi.org/10.29303/abdiinsani.v9i1.469

Yusuf, A. M. (2014). *Metode Penelitian Kuantitatif, Kualitatif dan Penelitian Gabungan* (Pertama). Kencana.