

Community Based Tourism (CBT) Strategy in Developing Kambariat Tuah Pahoe Camping Ground as an Ecotourism Destination in Central Kalimantan

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Abstrak

Penelitian ini mengkaji penerapan strategi Community Based Tourism (CBT) dalam pengembangan Campsite Kambariat Tuah Pahoe sebagai destinasi ekowisata di Kalimantan Tengah. Dengan menggunakan pendekatan metode campuran yang menggabungkan analisis kuantitatif melalui regresi logistik dan analisis deskriptif kualitatif, penelitian ini mengevaluasi efektivitas keterlibatan masyarakat dan keberlanjutan lingkungan dalam meningkatkan kunjungan wisatawan. Temuan kuantitatif, didukung oleh uji kesesuaian (nilai p uji Hosmer-Lemeshow: 0,7861) dan akurasi model sebesar 91,34%, menunjukkan bahwa kepemilikan dan pengelolaan masyarakat (koefisien: 0,413853) dan keberlanjutan lingkungan (koefisien: 0,664741) secara positif memengaruhi tingkat kunjungan. Analisis kualitatif mengungkapkan bahwa demografi pengunjung sebagian besar adalah dewasa muda berusia 18-22 tahun, yang menunjukkan potensi pengembangan pariwisata yang berorientasi pada pemuda. Studi ini menyimpulkan bahwa implementasi CBT di Kambariat Tuah Pahoe menunjukkan harapan yang signifikan, terutama ketika berfokus pada pemberdayaan masyarakat dan keberlanjutan lingkungan, meskipun memerlukan perencanaan strategis untuk distribusi manfaat ekonomi yang optimal dan pengelolaan lingkungan yang berkelanjutan.

Kata kunci: *Pariwisata Berbasis Masyarakat; ekowisata; pariwisata berkelanjutan; pemberdayaan masyarakat; keberlanjutan lingkungan*

Abstract

The study examines the implementation of Community Based Tourism (CBT) strategy in developing Kambariat Tuah Pahoe Campsite as an ecotourism destination in Central Kalimantan. Using a mixed-method approach combining quantitative analysis through logistic regression and qualitative descriptive analysis, this research evaluates the effectiveness of community involvement and environmental sustainability in increasing tourist visits. The quantitative findings, supported by a goodness-of-fit test (Hosmer-Lemeshow test p-value: 0.7861) and model accuracy of 91.34%, demonstrate that both community ownership and management (coefficient: 0.413853) and environmental sustainability (coefficient: 0.664741) positively influences visitation rates. Qualitative analysis reveals that the visitor demographic is predominantly young adults aged 18-22 years, indicating potential for youth-oriented tourism development. The study concludes that CBT implementation at Kambariat Tuah Pahoe shows significant promise, particularly when focusing on community empowerment and environmental sustainability, although requiring strategic planning for optimal economic benefit distribution and sustainable environmental management.

Keywords: *Community Based Tourism; ecotourism; sustainable tourism; community empowerment; environmental sustainability*

1. INTRODUCTION

Community Based Tourism (CBT) has become an important approach in tourism development that emphasizes the involvement of local communities to improve their economic and social welfare (Murphy in Rusnanda, 2015). This concept encourages community empowerment to understand and optimize the values and assets they have, including local culture and customs (Baskoro in Rochman, 2016). In its implementation, CBT does not only focus on economic aspects, but also pays attention to environmental, social, and cultural sustainability which are integrated as one unit (Syafi'i, 2015; Purnamasari, 2011).

Kambariat Tuah Pahoe Camping Ground in Sabaru Village, Palangka Raya City is an example of a tourist destination that has great potential but faces various challenges in its development. Based on data from Visit Palangkaraya, inadequate facilities such as broken toilets and lack of trash bins are the main complaints of visitors. This problem is exacerbated by the minimal response of management

to visitor complaints, which indicates weak implementation of CBT principles in destination management (Balanga News). The uncertainty of the legal status of the land is also a significant obstacle to the sustainable development of this area (Suara Kalimantan Membangun). In addition, limited tourism activities and the lack of effective promotional strategies also contribute to the low attractiveness of this destination. However, it should be remembered that Kambariat Tuah Pahoe Camping Ground once hosted the 8th National Cultural Camp (KBN), which shows the great potential of this destination in preserving national traditions and culture. This situation shows a gap between the potential owned and the implementation of the CBT concept which should be able to optimize the role of the community in developing tourist destinations. Based on this urgency, this study aims to analyze the management of the Kambariat Tuah Pahoe Camping Grounds from the perspective of Community Based Tourism and to formulate strategic recommendations to increase the attractiveness and sustainability of the destination. This study uses a mixed method *with* a descriptive qualitative approach to explore the perceptions and experiences of related stakeholders, as well as a quantitative approach to measure the level of visitor satisfaction and analyze the factors that influence the success of CBT implementation at the research location.

2. LITERATURE REVIEW

2.1 Community Based Tourism (CBT)

Community Based Tourism (CBT) is a tourism concept that emphasizes empowerment and active participation of local communities in managing tourist destinations. Suansri (2003) defines CBT as tourism that takes into account environmental, social, and cultural sustainability aspects that are managed and owned by the community, for the community. This definition is reinforced by Hausler and Strasdas (2003) who see CBT as a form of tourism that provides opportunities for local communities to control and be involved in tourism management and development. Sunaryo (2013) identified five main principles in implementing CBT, including: (1) recognizing, supporting, and developing community ownership in the tourism industry; (2) involving community members in every aspect of development; (3) developing community pride; (4) improving the quality of life of the community; and (5) ensuring environmental sustainability. These principles are an important foundation in ensuring the involvement and benefits of local communities.

2.2 Ecotourism

The International Ecotourism Society (TIES) in Wood (2002) defines ecotourism as responsible travel to natural areas that conserves the environment, supports the well-being of local communities, and involves interpretation and education. In line with this, Damanik and Weber (2006) emphasize that ecotourism is a responsible tourism activity in natural areas or areas managed according to natural principles.

The main characteristics of ecotourism according to Fennel (2020) include five aspects: based on the natural and cultural environment, prioritizing ecological sustainability, focusing on environmental education and interpretation, providing benefits to local communities, and creating tourist satisfaction. Wearing and Neil (2009) put forward six principles of ecotourism development, including: (1) minimizing negative impacts on nature and culture; (2) educating tourists about the importance of conservation; (3) emphasizing the importance of responsible business; (4) directing profits to area conservation; (5) emphasizing the need for a regional area management plan; and (6) paying attention to the possibility of increasing the carrying capacity of the area.

Lindberg and Hawkins (1995) emphasize three main criteria of ecotourism, namely environmental conservation, local community participation and welfare, and elements of learning and experience. Ross and Wall (1999) add that successful ecotourism must achieve three main objectives: protection of natural areas, income generation, and environmental education. Wood (2002) strengthens this

concept by emphasizing five important aspects in ecotourism planning and management: environmental impact assessment, strict visitor management, active contribution to conservation, empowerment of local communities, and respect for local culture.

3. RESEARCH METHODS

3.1 Types and Approaches to Research

This study uses mixed methods to analyze the development of Bumi Perkemahan Kambariat Tuah Pahoe as an ecotourism destination. The data used are primary data collected through questionnaire surveys and direct observations during the period of October 2024. The variables analyzed in this study are X1: Community Ownership and Management, X2: Environmental Sustainability, and Y: Visitation Rate.

3.2 Data Validity Testing

Data testing should begin with a goodness-of-fit model test, which includes a constant test, a simultaneous test, and a partial test. After that, an analysis is carried out on the logistic regression equation to evaluate the relationship between the independent and dependent variables. This test is important to ensure the validity of the model and the strength of the relationship identified in the analysis. Goodness-of-fit model tests, such as Hosmer-Lemeshow, are used to assess the suitability of the model, while simultaneous and partial tests help in understanding the influence of each independent variable on the dependent variable (Ghozali, 2011; Aziz & Husenudin, 2024).

4. Results

4.1 Quantitative Analysis

a. Model Goodness of Fit Testing (Hosmer Test)

HL Statistics	4.7295	Prob. Chi- Sq (8)	0.7861
Andrews Statistics	26.2314	Prob. Chi- Sq (10)	0.0034

Source: Eviews12

The p-value (Prob. Chi-Sq) of 0.7861 is greater than alpha 0.05, which indicates that the logistic regression model used is fit. This means that there is insufficient evidence to reject the null hypothesis (H0) which states that the model is appropriate. with the existing data. Thus, this model is reliable for further analysis and shows that the independent variables can adequately explain the variation in the dependent variable.

b. Coefficient of Determination (Pseudo R Square)

Table 1.1

McFadden R-squared	0.631784
SD dependent var	0.345746
Akaike info criterion	0.489178
Black standard deviation	0.629298
Hannan-Quinn criter.	0.534003
Restr. Deviance	23.56047
LR statistic	14.88513
Prob (LR statistic)	0.000586

Source: Eviews12

The McFadden R-squared value of 0.631784 indicates that the logistic regression model can explain approximately 63.18% of the variation in the visitation rate based on the independent variables used, namely community ownership and management (X1) and environmental sustainability (X2). This indicates a strong relationship between these variables, indicating that both factors have a significant influence on the visitation rate. With this value, the model can be considered quite good at explaining the dynamics of visits at the Kambariat Tuah Pahoe Camping Grounds, and shows strong potential for development planning in the context of Community-Based Tourism (CBT).

c. Model Accuracy Test

Table 1.2

	Estimated Equation		
	Dep=0	Dep=1	Total
E (# of Dep=0)	2.70	1.30	4.00
E (# of Dep=1)	1.30	24.70	26.00
Total	4.00	26.00	30.00
Correct	2.70	24.70	27.40
% Correct	67.51	95.00	91.34
% Incorrect	32.49	5.00	8.66
Total Gain*	54.18	8.34	14.45
Percent Gain**	62.51	62.51	62.51

Source: Eviews12

Overall, the model has an accuracy of 91.34%, indicating that the model is very effective in predicting outcomes. This high level of accuracy indicates the potential of the model to be used in decision making related to tourism destination development. (1) 67.51% of cases where the dependent variable = 0 were successfully predicted correctly. (2) 95.00% of cases where the dependent variable = 1 were successfully predicted correctly.

d. Simultaneous Test

Table 1.3

McFadden R-squared	0.63178
SD dependent var	0.34574
Akaike info criterion	0.48917
Black standard deviation	0.62929
Hannan-Quinn criter.	0.53400
Restr.deviance	23.5604
LR statistic	14.8851
Prob (LR statistic)	0.00058

Source: Eviews12

The very small p-value for the LR statistic test (0.000586) indicates that at least one of the independent variables significantly affects the dependent variable. In other words, the overall model is significant and provides strong evidence that the independent variables (X1 and X2) contribute to changes in the dependent variable, namely the visit rate.

e. Partial Test

Table 1.4

Variable	Coefficient	Std. Error	z-Statistic	Prob.
C	-14.32395	7.359359	-1.946359	0.0516
X1	0.413853	0.286445	1.444793	0.1485
X2	0.664741	0.372612	1.784006	0.0744

Source: Eviews12

For variable X1, the p-value of 0.1485 indicates that this variable is not significant at the 0.05 level, which means there is not enough evidence to state that X1 affects the dependent variable. On the other hand, for variable X2, the p-value of 0.0744 is close to 0.05, which indicates that there is an indication that X2 may have an influence on the dependent variable, although not significant enough to be accepted at conventional levels.

f. Logistic Regression Equation

Table 1.5

Variable	Coefficient	Std. Error z -	Statistics	Prob.
C	-14.32395	7.359359	-1.946359	0.0516
X1	0.413853	0.286445	1.444793	0.1485
X2	0.664741	0.372612	1.784006	0.0744

Source: Eviews12

$\text{Log}(1 - p) = -14.32395 + 0.413853 \cdot X1 + 0.664741 \cdot X2$. p is the probability that the dependent variable = 1. X1 and X2 are the independent variables that contribute to the model.

4.2 Qualitative Analysis

a. Profile and Characteristics of Community-Based Tourism Development at Kambariat Tuah Pahoe Camping Ground

Kambariat Tuah Pahoe Camping Ground is located in Sabaru Village, Sebangau District, Palangka Raya City, Central Kalimantan, approximately 13 km from the city center and can be reached in approximately 10 minutes by vehicle. This camping area covers an area of approximately 6 hectares and is known for its beautiful natural scenery, including the banks of the Sebangau River. Although it has the potential for various outdoor activities such as camping and community events, the existing facilities are often in poor condition, with complaints about broken toilets, lack of trash bins, and difficulty in accessing clean water. Efforts to improve the legality of the land and improve the facilities are expected to increase the attractiveness of this location as a tourist destination in the area.

In his view, Suansri (2003) sees that the community is a unity of various elements that form, namely individuals with various backgrounds. The implementation of *Community-Based Tourism* (CBT) at the Kambariat Tuah Pahoe Campsite is in the initiation phase which requires strategic and comprehensive planning. To support the concept of community empowerment, it is necessary to pay attention to the control and rights of each member of the community (Syafaat et al., 2013). Based on demographic analysis, it was identified that the visitor segmentation was dominated by the 18-22 year old age group with an academic background (students). This characteristic indicates significant potential in the development

of tourist destinations that are oriented towards the active participation of the younger generation, while also opening up opportunities to integrate innovation into destination development strategies.

5. DISCUSSION

a. Economic Interpretation

The economic prospects of CBT implementation in Kereng Bangkirai show the potential for a significant multiplier effect on the local economy. The tourism sector will be the main driver of the world economy in the 21st century, and become one of the global projects (Subagyo, 2011). The analysis shows that systematic and structured planning is needed to optimize the distribution of economic benefits to all levels of society. However, the transformation of community behavior in the context of CBT development in Kereng Bangkirai shows complex dynamics. Suansri (2003) has a special focus on conservation concerns, not only related to the development of environmental carrying capacity and environmentally friendly waste disposal systems. Field observations indicate the need for a comprehensive strategy to increase collective community awareness of the importance of sustainable environmental management, including waste management and environmentally friendly consumption patterns.

The results of the Hosmer-Lemeshow test indicate that the model used in this study has a good fit with the empirical data. This fit model indicates that the approach applied is able to capture the dynamics in the development of *Community-Based Tourism* (CBT). The suitability of this model is economically important because it reflects the potential for destination development that can improve the welfare of local communities. Previous research by Murphy (2015) emphasized that good management in CBT can increase community income by utilizing local resources sustainably. Thus, the success of this model is not only relevant for statistical analysis, but also for local economic planning and development.

The model accuracy rate of 91.34% indicates that the strategy proposed in this study has strong potential to increase the number of visits to Bumi Perkemahan Kambariat Tuah Pahoe. The increase in tourist visits is expected to increase revenue from the tourism sector, which can then be used to fund further development and improve local infrastructure. This is in line with the findings of Damanik and Weber (2006), which stated that increasing the number of visits will bring significant economic benefits to local communities. Therefore, this model not only serves as an analytical tool, but also as a strategic guide for sustainable tourism development.

Logistic Regression Equation. X1: Community Ownership and Management (Coefficient: 0.413853). This positive coefficient indicates that increasing ownership and management by local communities contributes to increasing the likelihood of visits. This reflects the importance of community empowerment in managing tourist destinations. Research by Suansri (2003) states that community control over tourism management can increase tourist trust, which in turn will increase visits.

A larger coefficient on X2: indicates that environmental sustainability has a more significant impact on visitation rates. This suggests that tourists are more likely to visit destinations that are committed to sustainable practices. Fennel (2020) states that ecotourism that focuses on sustainability not only attracts more visitors but also creates long-term economic impacts through resource conservation.

b. Analysis of the perspective of innovative development of *Community Based Tourism at the Kambariat Buah Pahoe Camping Ground*

The transformation of Bumi Perkemahan Buah Pahoe within the framework of Community Based Tourism (CBT) emphasizes the active role of local communities in developing high-quality educational and recreational tourism destinations. The existence of rivers, large camping areas, and local wisdom of the Dayak community are the main assets in creating unique and high-value tourism experiences. The river learning experience program can be developed by combining traditional knowledge of the Dayak community about river ecosystems with a modern educational approach. Community-based tourism not only provides economic benefits to local communities, but also serves as a tool for cultural and environmental preservation. By involving the community in the management of tourism resources, we can create a more authentic and sustainable experience for visitors (Ritchie, JRB, & Crouch, GI 2003).

Local communities that have lived side by side with the river for generations can also act as expert instructors in programs such as traditional fishing techniques, river conservation, and water safety skills. The camping area is reorganized into an interactive learning zone by involving the community in every aspect of its management. Local wisdom stations managed by indigenous groups offer workshops on ethnobotany, traditional survival skills, and forest conservation. Local youth who have been trained as nature interpreters guide visitors through learning trails while sharing knowledge about biodiversity and traditional conservation practices.

edutainment concept is implemented through active collaboration with local art studios and cultural groups. Evening cultural performance is not just a show, but becomes an interactive learning medium about the philosophy and values of Dayak culture. Traditional craft workshops and culinary experiences are guided directly by local craftsmen and chefs, creating meaningful interactions between visitors and the community while opening up opportunities for marketing local MSME products. Educational programs are developed by considering the needs of various market segments. School programs offer educational field trips that integrate the school curriculum with local knowledge. The transformation of Bumi Perkemahan Buah Pahoe proves that the CBT approach can produce high-value tourism products that combine aspects of education, recreation, and economic empowerment.

c. Policy Recommendations

Conservation and sustainability aspects are important foundations in destination development, supported by strict environmental management regulations and community-based conservation programs. Marketing strategies and tourism product development are designed with a clear target market in mind, supported by digital platforms and product standardization that maintains local uniqueness. Policy implementation is carried out in stages in three stages over five years, starting from strengthening regulations and governance, continuing with capacity and infrastructure development, to premium product development and market expansion.

6. CONCLUSION

Based on the results of quantitative and qualitative analysis of the development of Bumi Perkemahan Kambariat Buah Pahoe, the research model showed a good level of fit with a Hosmer-Lemeshow value of 0.7861 and a prediction accuracy of 91.34%. The logistic regression model indicated that environmental sustainability (X2) had a stronger influence

than community ownership and management (X1) on the level of visits, with a McFadden R-squared value of 63.18% indicating that the model could explain variations in the level of visits well.

Community-Based Tourism (CBT) development, Kambariat Tuah Pahoe Camping Grounds has significant potential to become a quality educational and recreational tourism destination. The transformation of this destination requires a comprehensive approach that combines the local wisdom of the Dayak community with the concept of modern edutainment, including the development of river learning experiences, local wisdom stations, and community-based education programs. The implementation of the destination development policy is carried out in stages over five years, with a focus on strengthening regulations, capacity development, and market expansion, supported by a sustainable environmental management system and effective marketing strategies.

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