Community-Based Tourism (CBT) Focused on Integrating Tourist Attractions and Information

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Abstract. This study explores the integration of tourist attractions and information within the CBT framework to enhance the tourism experience and community benefits. This is necessary because the management of tourist objects is still carried out independently without any collaboration with other tourist object managers, especially regarding the integration of ticket sales [1]. Several previous studies contained strategies including the use of information technology in business development. The development and use of information technology cannot be avoided, considering that this is found in various business sectors [2].

This research is a descriptive research with qualitative data. Data collection techniques were carried out by interviewing, observing, and documenting informants using a purposive sampling technique (Ramdhan, 2021). The findings indicate that effective integration leads to increased tourist satisfaction, greater community engagement, and sustainable economic development.

Keywords: Community Based Tourism (CBT), Integration, Information, Tourism

1. Introduction

Gresik is a regency area which borders the beach and is located in the northwest of Surabaya as the capital of East Java Province. One-third of Gresik Regency's area is coastal, namely Kebomas District, parts of Gresik District, Manyar District, Bungah District and Bungah District. Meanwhile, two other areas are located on Bawean Island, namely Sangkapura District and Tambak District [3].

This regency, which has an area of 1,194 km², has great tourism potential. This is supported by the large number of tourists who come, both domestic and foreign tourists.
In 2021, domestic tourists from Gresik Regency will reach 1,021,953 people while foreign tourists will reach ten people. According to previous research, the reason for the arrival of tourists is due to several factors including tourist objects and attractions (ODTW) [4], and several supporting facilities, namely the availability of hotels and restaurants spread across the sub-districts of Manyar, Gresik and Kebomas, each of which respectively 34, 33 and 24. While the number of hotels reaches five hotels for 3-star hotels and one hotel for 1-star hotels.

For Tourism Objects and Attractions (ODTW), based on data from the Gresik Tourism, Creative Economy, Culture and Sports Youth Office, there are several tourist destination objects, namely religious tourism, historical tourism, natural tourism, culinary tourism, to shopping tourism. The total number of tourist objects reaches 131 with distribution in several sub-districts [5].

The main religious tourism is the tomb of Sunan Giri. The Sunan Giri tomb complex is an important Muslim pilgrimage site. Sunan Giri is one of the Wali Songo (nine saints) who spread Islam on the island of Java. This complex includes the main prayer hall, prayer room, and other historical buildings [6].

For marine tourism which is quite famous is Delegan Beach which is located in the Panceng District area. This 1.5 hectare tourist spot offers views of white sand and beach games for both children and adults. The most wanted because of the instagramable facilities for young people are the Setigi Gresik limestone hill tour and the Lontar Sewu tour [7].

Setigi Limestone Hill is a tourist destination located in Gresik, East Java, Indonesia. Setigi Limestone Hill is famous for the beauty of its unique limestone formations and stunning natural scenery. Located 30 kilometers from Kebomas Gresik District as the center of government, Bukit Kapur Setigi has beautiful and interesting limestone formations. These rocks are formed due to the deposition of marine limestone that lasted for thousands of years. Its unique shape, reminiscent of steep stone pillars, gives visitors a special charm [8].

From the top of Setigi Limestone Hill, we can enjoy a very beautiful natural view. Visitors can not only enjoy the natural beauty and limestone formations, but can also enjoy activities such as hiking, trekking or just relaxing and enjoying the natural beauty around. Always take waste home and avoid damaging or destroying existing limestone formations [9].

This tourist object is currently still running on its own, there is no synergy between tour managers. So that the income for tourism managers cannot be optimal [10]. Community-Based Tourism (CBT) is a solution as an approach that not only promotes sustainable tourism but also empowers local communities by involving them directly in tourism activities. Unlike conventional tourism models that often marginalize local populations, CBT emphasizes the active participation of community members in planning, developing, and managing tourism ventures. This participatory model ensures that the benefits of tourism are distributed equitably within the community, fostering economic development, cultural preservation, and environmental sustainability.

The integration of tourist attractions and information is a critical aspect of successful CBT initiatives. Tourist attractions, whether natural, cultural, or historical, serve as the primary draw for visitors. However, the effectiveness of these attractions in promoting sustainable tourism depends significantly on the availability and quality of information provided to tourists. Comprehensive and accessible information enhances the visitor experience by offering insights into the local culture, history, and natural environment. It also promotes responsible tourism practices by educating visitors on how to respect and preserve the community's heritage and environment.

In many CBT projects, there is a lack of cohesive strategies for integrating attractions and information, which can lead to missed opportunities for maximizing tourist engagement and community benefits. This gap underscores the need for a structured approach that combines the development of attractions with robust information systems. Such integration ensures that tourists receive a holistic and enriched experience, while communities can effectively manage and benefit from tourism activities.

This background sets the stage for examining the potential of integrating tourist attractions and information within the CBT framework. By focusing on this integration, CBT initiatives can enhance their effectiveness, leading to increased tourist satisfaction, greater community involvement, and sustainable economic growth.

2. Literature Review

Participatory development theory advocates for the active involvement of local communities in the decision-making processes that affect their lives. In CBT, this theory highlights the need for community members to have a significant role in planning, managing, and benefiting from tourism activities. It ensures that tourism projects are designed to meet the needs and aspirations of the local population.

Actor Network Theory (ANT) is a theoretical framework that originates from the fields of sociology and science and technology. It was developed in the 1980s by sociologists Bruno Latour and Michel Calonn, among others. ANT wants to understand how social interactions and networks arise and how they shape the world around us. This challenges the traditional sociological perspective, which focuses solely on human actors and instead emphasizes the agency and influence of human and non-human actors in shaping social reality [11].

Innovation is a proposed theory or design concept that synthesizes existing knowledge and techniques to provide a theoretical basis for a new concept [12]. Therefore, innovation has many aspects and is multidimensional. The most prominent dimensions of innovation can be expressed as dualism: (i) radical vs. incremental; (ii) product vs. process; and (iii) administration vs technology [13].

Innovation can be radical and incremental. Radical innovation refers to path-breaking, disjointed, revolutionary, original, pioneering, basic, or major innovation [14]. Incremental innovations are minor improvements made to improve and expand established processes, products and service. However, this contradiction does not "must" [correspond] to a more subtle reality" because "radicality is a continuum"

Product innovation, as the name suggests, "reflects a change" in the final product or service offered by the organization, while the innovation process represents a change in the way the company produces the final product or service" [15].

Some researchers categorize innovation into technological and administrative innovations. technological-nological innovation is about "adoption of new ideas that directly influence" basic

output processes, while administrative innovation includes changes that affect policies, resource allocation, and other factors related to the social structure of organizations [16].

Innovation is broadly defined to include products, new processes, new services (including new uses of products, processes and services), new organizational forms, new markets, and the development of new skills and human resources [17].

The conceptual relationship between entrepreneurship and innovation has been discussed in the literature for many years . The innovation economy, in particular, has attracted increased attention in recent years [18]. [19] summarize the basic theories of the innovation economy and identify three competing paradigms in current innovation theoretical discussions: (i) the entrepreneur paradigm; (ii) technological-economic paradigm; and (iii) strategic paradigm.

The entrepreneurial paradigm can be traced back to the 1930s when Schumpeter (1934) first tried to establish a link between entrepreneurs and innovation. in theory, and views the entrepreneur as an innovator. He maintains that innovation contributes to economic growth because entrepreneurs produce innovation. The concept of the entrepreneur as an innovator underlies the entrepreneurial paradigm in which the role of the entrepreneur is highlighted in the innovation process [20].

According to this paradigm, only a person who creates a new company on the basis of a new idea can be called an entrepreneur. Ship entrepreneur is seen as an act of creativity and innovation. Entrepreneurship is about creating something that didn't exist before. Creation adds value to individuals and communities, and is based on perception and seizing opportunities held a similar view [21].

They perceive entrepreneurship as changing circumstances, process dynamics, and unique events [22]. [23] believes that people who lead teams and organizations to introduce innovations are entrepreneurs. Entrepreneurs seek opportunities, and innovation provides the instruments by which they may succeed. Corporate entrepreneurship often refers to the introduction of new ideas, new products, new organizational structures, new production processes, or the formation of new organizations by (or within) existing organizations [24].

As [25] have observed: "Innovation requires three basic components: infrastructure; capital; and the entrance of the preneurial capacities needed to make the first two successful." Innovation is a specific entrepreneurial tool that entrepreneurs exploit change as opportunities for different businesses or services. There is considerable overlap between entrepreneurship and innovation [26]. In addition, innovation must address market needs and requires entrepreneurship if it is to achieve commercial success [27].

3. Method

Based on the research object, both the place and the data source, this research is a qualitative research. Collecting data from in-depth interviews with business actors, the Office of Tourism and Creative Economy, Culture, Youth and Sports of Gresik Regency (Disparekrafbudpora) and Gresik Regency Tourism Awareness Group (Pokdarwis). The informants were felt to represent

the needs of this research. In conducting interviews in this research, the researcher listened carefully and recorded what was stated by the informant [28].

Apart from conducting in-depth interviews, this research also conducted Focus Group Discussions (FGD). Focus Group Discussion (FGD) is a process of systematically collecting data and information on a particular problem which is very specific through group discussions. As the meaning of the FGD means, there are three keywords, namely discussion, not interviews or chats, groups that are not individual and focused, not free [29].

The analysis technique in this study uses recordings. The researcher recorded the entire content of the conversation between the researcher and the informant. The results of the recording are transcribed, discussed and analyzed every quotation related to the content of the research discussion with the help of the attachments to the results of the transcript.

This research uses source triangulation. The sources obtained were the results of in-depth interviews and group discussions (FGDs) held at the Muhammadiyah University of Gresik. Descriptive research is a research that seeks to collect information about a theme, symptom or situation according to what it is to find the widest possible knowledge of the object of research. Descriptive research is generally carried out with the main objective, which is to systematically describe the facts and characteristics of the object or subject that is examined accurately [30]. Research on Information and Ticket Integration for Tourism Development in Gresik aims to create a ticket integration concept with the aim of increasing tourist attraction revenues in Gresik and increasing the number of tourist visits in Gresik Regency.

Meanwhile, the research data sources are as follows: To explain the thoughts or perceptions of business actors and related agencies in Gresik Regency, researchers conduct interviews, observations, and through existing documentation, which are carried out with business actors, the Office of Tourism and Creative Economy, Culture, Youth and Sports Gresik Regency (Disparekrafbudpora) and Gresik Regency Tourism Awareness Group (Pokdarwis).

4. Discussion

Integration of tourist village tickets is a system that combines or integrates ticket sales for various attractions and activities in tourist villages into a single platform or system that is displayed [10]. This is to make it easier for visitors to enter and buy tickets for various activities in the tourist village. With the integration of village tourism tickets, visitors can select and buy tickets for various attractions or activities such as traditional art performances, village tours, agricultural activities or other cultural experiences through an integrated system. With ticket integration, visitors can learn about the various attractions and activities of the tourist village and buy tickets online through an easy-to-use platform. This reduces the hassle of finding information and buying tickets for each activity separately [31]. This reduces the hassle of finding information and purchasing tickets separately for each activity.

In addition, tourist villages can manage ticket sales more efficiently [32]. We can automate the ticket purchasing process, track sales, and manage ticket inventory better.A combination of tourist village tickets can assist in marketing and promotional activities [10]. By presenting

various attractions and activities on one platform, a tourism village can expand its marketing reach and increase its visibility among potential visitors. With the help of a ticket integration system, tourist villages can collect information about visitor preferences, the popularity of certain attractions or activities, and visitor trends [33]. This information can be used to analyze and improve tourism villages and develop more effective marketing strategies.

Integrating tourist village tickets is a step towards more structured and professional management of tourist villages [34]. This can offer visitors a better experience and help tourism villages develop tourism. Based on the results of the Focus Group Discussion (FGD), things that can be done to advance tourist attractions in Gresik Regency were identified. This was disclosed by Arifin, the manager of the Lontar Sewu Tourism Village, Hendrosari Gresik. He revealed the integration of tickets or information on tourist attractions in Gresik.

In northern Gresik there are several tourist attractions including: Wagos, Setigi and Delegan while in the south there is Lontar Sewu, Hendrosari Village, Cerme District. Meanwhile, in the center of Gresik there are religious tours of two guardian graves, namely the tombs of Sunan Maulana Malik Ibrahim and Sunan Giri.

Integrating information and tickets will make it easier for tourists to visit tourist attractions in Gresik. However, this needs government support, including supporting infrastructure. Both road access and transportation and communication facilities. Arifin added that there are three market segments in the world of tourism, namely the children's, adult and overall segments both children and adults who are incorporated in the edutourism concept. "In order to attract all of these segments, it is necessary to integrate information and entry tickets for tourist attractions so that they can meet consumer needs," said Arifin who is also the Secretary of Hendrosari Village.

Hamim as an employee of the cultural section of the Gresik Regency Tourism and Culture Office said that to integrate this there are several steps that must be carried out, namely preparing accessibility capacity. Furthermore, the implementation of the integration of information and tickets must be supported by the planning contained in the master plan of the government and tourism village managers. This planning includes the time or tempo of tourism development whether it is carried out in stages or sporadically. Market segmentation must also be considered. This must be stated at the beginning of development in village meetings (musdes) or tourism managers. The last is consultation with experts by inviting experts from either universities or practitioners.

Figure. 1. The process of integrating tourist information and tickets

This process helps prepare for launching village tourism readiness in serving consumers. Among them, the capacity and capability of tourist attractions, supporting facilities and institutions.

In order for this to be carried out immediately and run well, what matters is the support of the local community. In the world of tourism, this is known as Community Based Tourism (CBT). CBT values the participation and empowerment of local communities in tourism development and management. It is more of an applied concept and approach than a formal theoretical framework [35].

Community Based Tourism (CBT) is a form of tourism that emphasizes the participation of local communities in the development, management, and benefits of tourism activities [36]. The core idea of CBT is to empower local communities and empower them to have more control over tourism in their area and promote sustainable and responsible tourism practices [35].

There are indicators of well-implemented CBT involvement, which in principle is high community involvement so that it can change consumer and community behavior. CBT initiatives emphasize the active participation of local communities in all aspects of tourism, including planning, decision-making and operation [37]. CBT also aims to promote cultural exchanges between visitors and local residents to encourage tourists to learn about and appreciate the customs, traditions and lifestyles of host communities [38].

CBT often focuses on the preservation and promotion of a site's cultural and natural heritage. By involving local residents in tourism activities, more responsibility is taken for the protection of traditions and the environment [38]. In addition, the income from tourism activities must bring direct benefits to the local community. This can be achieved through homestays, locally managed inns, craft sales or other tourism businesses [39].

Minimizing negative environmental impacts and promoting ecological practices are other goals of CBT. Local communities who care about their environment are more likely to promote responsible environmental behavior [40]. CBT initiatives also often include training and capacity building programs to help local people acquire the skills they need to run tourism businesses effectively [41]. By involving community members in tourism, CBT can empower individuals, strengthen social cohesion, and strengthen community bonds [42].

CBT encourages tourists to respect local customs, traditions and the environment. Tourists are often trained in appropriate behavior and cultural sensitivity [43]. CBT usually focuses on providing tourists with an intimate and authentic experience, allowing them to immerse themselves in the local way of life [44].So that the implementation of CBT will create mass tourism with specifications on ecotourism and nice tourism which includes ecology, culture and economy.

On the same occasion, the Chairperson of the Gresik Tourism Awareness Group Association, Sekar Arum, stated that CBT had been implemented not only with internal parties but also with external parties, especially universities. The woman who was born in Gresik stated that the colorful village of Jodipan in Malang was a collaboration between the University of Muhammadiyah Malang (UMM) and the local community. Technically, students are divided into several groups to develop village tourism by painting their houses in various colors. This

activity also works with a paint company so that it serves as a promotional event for the company.

Head of the Gresik Regency Tourism and Creative Economy, Culture, Youth and Sports Office (Kadisparekrafbudpora), Sutaji Rudy stated that this successful process was supported by the potential of each region."So the main key that must be done is empowering village communities and village podarwis so that there is synchronization between the village head, BUMDesa and Pokdarwis," said Sutaji.

From academics, namely Hadi Ismanto and Heru Baskoro emphasized the same thing, namely identifying potential, effectiveness and consumer needs. This requires all the roles of all parties. Meanwhile, the research data sources are as follows: To explain the thoughts or perceptions of business actors and related agencies in Gresik Regency, researchers conduct interviews, observations, and through existing documentation, which are carried out with business actors, the Office of Tourism and Creative Economy, Culture, Youth and Sports Gresik Regency (Disparekrafbudpora) and Gresik Regency Tourism Awareness Group (Pokdarwis).

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