

RESEARCH ARTICLE



Community-Based Tourism Planning in the Miduana Traditional Village, Cianjur Regency, Indonesia

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Abstract

Community-based tourism (CBT) is widely recognized as a sustainable approach to tourism development that empowers local communities. In this context, the Miduana Traditional Village serves as a relevant case for examining how internal factors such as institutional capacity, community perceptions, and tourism resources impact the effectiveness of CBT implementation. This study aims to analyze the internal factors influencing CBT development in the Miduana Traditional Village, including community perceptions and preferences, as well as the components of tourism attractions, and to formulate a CBT development plan based on these factors. A mixed-methods design was employed, combining qualitative data from interviews and field observations with quantitative data from the structured questionnaires. Quantitative analysis was conducted using descriptive statistics, frequency distributions, cross-tabulations, and chi-square tests with SPSS 22, while qualitative data were analyzed using descriptive analyses. The results show that the Miduana Traditional Village has two institutional systems that significantly contribute to environmental and cultural sustainability: the government and customary institutions. Community perceptions and preferences regarding tourism development are generally positive, as 8 of the 11 questionnaire statements were answered with agreement. Miduana also offers a diverse range of potential tourist attractions, including 6 natural and 19 cultural attractions. However, several tourism amenities and support services remain underdeveloped. This study highlights the importance of strengthening customary institutions and promoting community engagement as key strategies for sustainable tourism planning in Indigenous contexts.

Keywords: community-based tourism, institutional analysis, miduana traditional village, sustainability

1. Introduction

Indonesia's tourism industry has grown significantly in recent years, as reflected in data from the Central Bureau of Statistics (BPS), which show a consistent rise in domestic tourist visits since 2021. However, this growth has negatively impacted local communities, particularly indigenous peoples [1]. These adverse effects have emerged because tourism development has not yet fully adopted sustainable tourism principles [2]. Indigenous peoples possess rich natural and cultural resources, as well as traditions and local wisdom that must be preserved [3]. Moreover, Indigenous peoples maintain unique value systems, ideologies, economies, political structures, cultural practices, social relations, and territories, each with distinct characteristics [4].

The Miduana Indigenous People experience the negative impact of tourism activities. Several issues have emerged as a result of tourism development in this area. These problems have had a detrimental impact on the community, the environment, and local culture, potentially reducing visitor numbers. Such conditions arise because tourism management in the Miduana Traditional Village has not yet integrated sustainability principles and lacks active local community involvement. Active community participation is a key factor in the development of sustainable tourism [5,6].

The Miduana Traditional Village comprises approximately 367 households with a total population of around 1,250 people. All members of the Miduana people are of Sundanese ethnicity and continue to uphold their ancestral traditions and cultural practices. The

majority of residents work as farmers and cultivators, and the village is well-known for its production of rice and palm sugar. The Miduana community is renowned for its longevity, health, and physical vitality [7]. Tourism development in the Miduana Traditional Village commenced in 2022, and by 2023, its management was assumed by the local Tourism Awareness Group (*Pokdarwis*). On average, the village receives around 30 to 50 visitors per month, most of whom are students.

Community-based tourism is a sustainable tourism development model directly managed by the local community. The local community acts as the subject, planning, managing, and making decisions regarding tourism development. Thus, tourism development can be aligned with the social, cultural, and environmental conditions of the area, as it is directly managed by the community [8]. From an environmental perspective, CBT contributes to conservation-based management that supports environmental conservation. In the sociocultural dimension, CBT strengthens social cohesion through community participation and empowerment. Economically, CBT promotes equitable benefits and local economic resilience [9]. Therefore, implementing a CBT approach is expected to enhance the sustainability of tourism development in the Miduana Traditional Village. In planning CBT, three critical components must be considered: management actors, tourism products or potential resources, and implementing mechanisms.

Several studies have examined the implementation of community-based tourism (CBT) in Indonesia's indigenous people. However, a review of the existing literature reveals a research gap: few studies have systematically explored CBT planning among Indigenous people by integrating three key internal factors. Therefore, this study develops a community-based tourism planning framework that integrates these three internal components: institutional arrangements, community perceptions and preferences regarding tourism, and the components of tourism attractions in the Miduana Traditional Village. These three aspects are considered the fundamental pillars for ensuring the success and sustainability of tourism development [10].

The planning of community-based tourism (CBT) in this study begins with identifying the Miduana Traditional Village community and the organizations that will manage tourism in the future. Understanding community perceptions and preferences is essential because these aspects strongly influence tourism planning, management, and development. In CBT, the local community plays a central role, making its involvement crucial in ensuring that tourism development aligns with local needs and values [10]. Tourism planning is a key step in maintaining, preserving, and conserving the environment, culture, and uniqueness of a destination to ensure its sustainability [11]. Therefore, this study focuses on analyzing the internal factors influencing CBT development in the Miduana Traditional Village, including institutional systems, community perceptions and preferences, and tourism attraction components, to formulate a community-based tourism plan that adopts a bottom-up approach.

2. Materials and Methods

2.1. Research Location and Time

This research was conducted over approximately three months, from January to March 2023, in the Miduana Traditional Village located in the Naringgul Sub-district of Cianjur Regency, West Java, Indonesia. This research involved a series of activities, including preliminary surveys, research preparation, data collection, and data analysis. The selection of Miduana Traditional Village as the study site was based on its diverse tourism resource potential and the negative impacts of tourism activities in the area. Figure 1 illustrates the geographical location of the study sites.

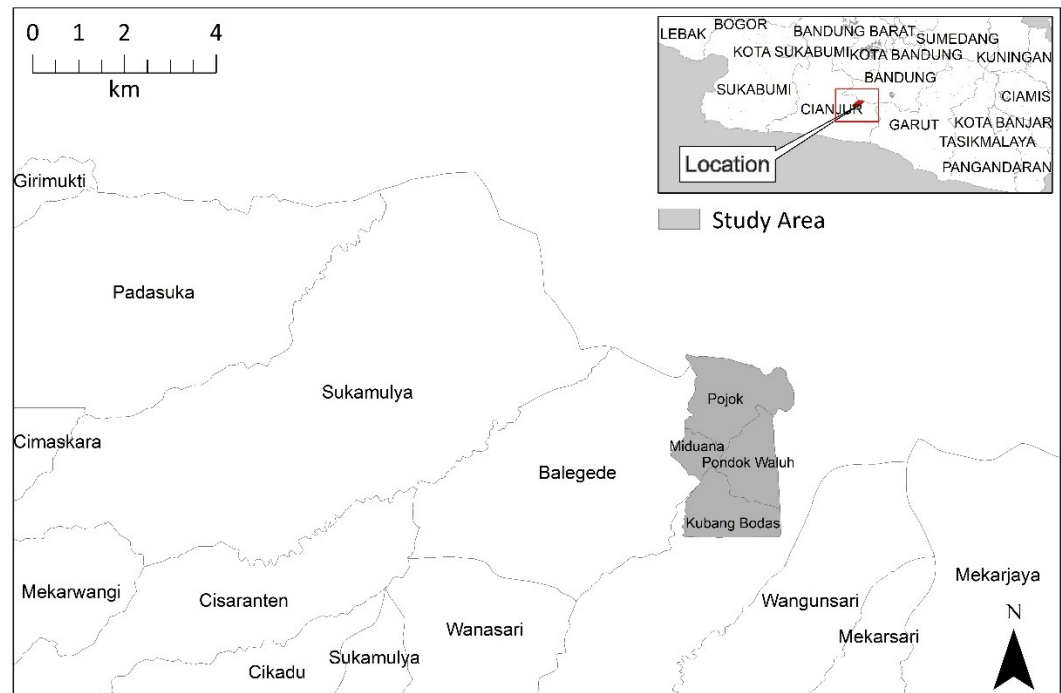


Figure 1. Location and administration of the study area in Miduana Traditional Village. The figure shows the spatial position of the selected hamlet within Miduana Traditional Village and its division into four residential areas: Pondok Waluh, Miduana, Pojok, and Kubang Bodas. These residential clusters represent the primary units of analysis in this study.

2.2. Tools and Instruments

The subjects of this study are the Miduana Traditional Village Communities, while the objects of the study encompass the communities' entire cultural and traditional heritage. Data collection utilized a camera, writing instruments, and an audio recorder, with questionnaires and interview guides as primary research instruments. Data were analyzed using the Statistical Package for the Social Sciences (SPSS) version 22 and Microsoft Office.

2.3. Data Collection

This study employed a mixed-methods research approach, combining field observations, interviews, survey questionnaires, and a literature review to enhance the validity and relevance of the research findings [12]. The study followed established research ethics by consulting local customary leaders to ensure that the interview and questionnaire questions were culturally appropriate. Participation was entirely voluntary, and the respondents were free to skip any questions or withdraw from the study. All identifying information was kept anonymous, and no pressure was exerted on individuals who chose not to participate in the study. Maintaining confidentiality was not merely a formal procedure but served as a fundamental foundation for building trust with the community [13].

The quantitative approach in this study was conducted through a questionnaire survey involving 95 members of the Miduana Indigenous People aged 17 years and older. The survey aimed to identify community perceptions and preferences regarding tourism activities in their customary territory. The sample size of 95 respondents was determined based on the total number of neighborhood units (*rukun tetangga*) in the Miduana village. Of the total respondents, 50 individuals resided outside the Kubang Bodas Hamlet, while 45 individuals lived within it. Respondents from outside Kubang Bodas were selected proportionally, with five individuals from each of the ten neighborhood units. This distribution was designed to enable a comparison between the perceptions and preferences of residents in the core customary area (Kubang Bodas) and those in the surrounding areas, as Kubang Bodas is the central settlement of the Miduana Traditional Village.

The perception section of the questionnaire consisted of 11 Likert-scale statements, and the preference section included five multiple-choice questions that were developed based on several previous studies on community-based tourism [14–16]. During data collection, the researcher provided direct guidance to ensure that the respondents clearly understood each question. All survey data were analyzed using descriptive statistics, frequency distributions, cross-tabulations, and chi-square tests with SPSS version 22 to examine the relationships between respondents' demographic characteristics and their responses.

The qualitative approach used in this study was based on field observations, interviews, and a literature review. This approach was employed to examine the institutional conditions, components of tourist attractions, and other sociocultural contexts relevant to the development of CBT. Field observations were conducted to identify potential natural and cultural tourist attractions and tourism resource components in accordance with established guidelines for tourism attraction components [11].

Semi-structured interviews were conducted using purposive sampling, allowing the selection of participants most relevant to the research objectives, thereby enhancing the credibility of the qualitative data [17]. The key informant criteria required individuals to possess knowledge of the traditions, culture, tourist attractions, and institutional structures of the Miduana Traditional Village. Some of these key informants are members of the traditional council, traditional leaders, neighbourhood heads, and the village head, to obtain in-depth insights into the governance system, cultural heritage, and community participation in tourism development. In parallel, a literature review was conducted to collect secondary data on the sociocultural context and prior research related to CBT in the study area.

2.4. Data Analysis

This study also employed a mixed-method research approach, to achieve a comprehensive understanding of the research topic. Qualitative data obtained from interviews and field observations were analyzed descriptively. This analysis aimed to identify the structure of existing institutions in Miduana and their influence on tourism. It also sought to describe the condition of tourism attraction components in the Miduana Traditional Village, including attractions, infrastructure, accommodation availability, and accessibility.

Quantitative data on community perceptions and preferences were collected using questionnaires. The analysis began with descriptive statistics to present the respondents' demographic characteristics and the distribution of responses for each item. Frequency distribution and cross-tabulation analyses were conducted to identify patterns and differences in perceptions and preferences across demographic groups. In addition, a chi-square test was conducted to determine whether significant relationships existed between respondents' demographic characteristics and their perceptions or preferences regarding tourism development in the Miduana Traditional Village. Integrating quantitative and qualitative analyses is expected to yield a deeper understanding and enhance the validity of the research findings, while offering a richer perspective on the internal factors influencing the sustainability of tourism development in the Miduana Traditional Village.

3. Results and Discussion

3.1. Result

3.1.1. Miduana Traditional Village institution

Institutions are one of the fundamental pillars of tourism development. They play a crucial role in regulating resource management and ensuring the equitable distribution of benefits to enhance tourism potential [18]. Institutions in the Miduana Traditional Village are divided into two types: government and customary. These two institutions aim to manage various aspects of life in society. Community life in the Miduana Traditional Village is inseparable from the two institutional systems that are adhered to simultaneously. The customary institutions in Miduana Traditional Village are based on the nine ancestral elders (*wali puun*). Simultaneously, government institutions follow the village head's rules. The two institutions run side by side without any conflict.

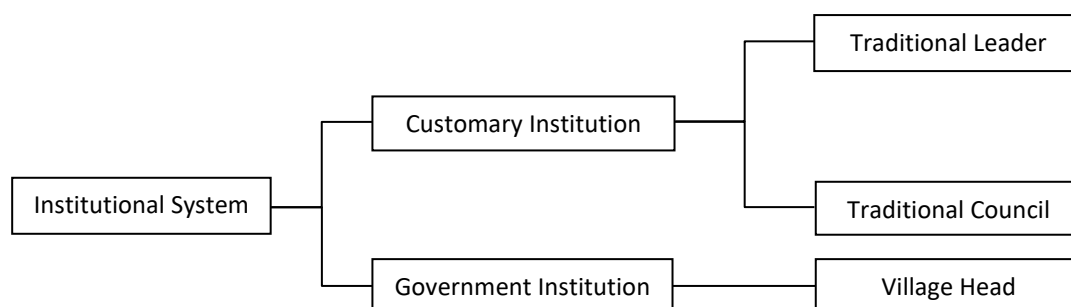


Figure 2. Institutional system structure in Miduana Traditional Village. The diagram shows the dual governance system comprising customary and governmental institutions that occupy equal structural positions. The customary institution includes the Traditional Leader and Traditional Council, while the Village Head leads the governmental institution.

Customary institutions are social entities that have developed within customary law communities and hold recognized authority, jurisdiction, and collective rights [19]. The customary institutions of Miduana consist of traditional advisors, councils, and leaders, and five sub-sectors covering arts, religion, culture, tourism, and neighborhood leadership. Miduana customary institutions guide the community in protecting the environment and preserving culture. Traditional leaders also remind the community to protect the environment and living beings. This finding is consistent with the study by Sonia and Sarwoprasodjo [20], who explained that customary institutions play a role in leading traditional rituals, preserving ancestral heritage, and protecting the natural environment.

Government institutions encompass both formal and informal structures that regulate decision-making, policy implementation, and coordination, thereby playing a vital role in achieving collective goals in a legitimate and organized way [21]. The governmental institution operates under the administrative structure of Balegedede Village, led by a Village Head and supported by several administrative units. Their responsibilities primarily focus on administrative support, public welfare, and environmental preservation, as reflected in routine activities such as night patrols, the "Clean Friday" program, and cemetery maintenance. This aligns with previous studies indicating that village governments are responsible for ensuring community welfare and promoting local development through effective governance [22].

The institutional structure of the Miduana Traditional Village is similar to that of several other traditional villages. One example is the Ngadisari Traditional Village. Inhabited by the Tengger indigenous people, it has an institutional model similar to that of the Miduana Traditional Village. In Ngadisari, the customary institution is integrated with the village administrative system, a structure that strengthens social values within the community and supports the government in delivering public services [23].

3.1.2. Tourist attraction component

Tourist attractions represent the key potential that drives visitors to a particular tourism destination [24]. Data recording related to the tourist attractions refers to Suwena and Widyatmaja [11], which consists of attractions, accessibility, amenities, and additional services. The identification of potential attractions includes natural and cultural attractions, as referred to Pujaastawa and Ariana [25], and is modified according to location conditions.

Miduana Traditional Village has six natural tourist attractions: the Cipandak River, Kabuyutan Waterfall, Perak Waterfall, rice fields, payo fish, and arenga palm. Miduana also has cultural tourist attractions. There are 18 cultural tourist attractions: *wayang gejlig*, *dogdog*, *bangkong reang*, *calung*, *pencak silat*, pangsi traditional dress, *mandi kahuripan*, *mandi kuramas*, *mandi pusaka*, *payo vegetable*, *tumpeng cere*, arenga palm sugar, *wedang arenga palm*, *peeut*, *ares*, Kubang Bodas traditional area, Batu Rompe Site, and Cempalarang Statue Site.

Miduana Traditional Village can be accessed by private vehicles such as cars or motorbikes. Public transportation is available along the route from Ciwidey Bus Station to Cidaun, which passes through the village. However, its availability remains limited, making private transportation the more convenient option. To reach cultural sites or Kampung Kubang Bodas within the village, visitors can only use two-wheeled vehicles.

Miduana Traditional Village also has several amenities, including public infrastructure, transportation access, health and worship facilities, community gathering spaces, and homestays that reflect the cultural characteristics of the traditional settlement. Currently, amenities are managed separately by various stakeholders, resulting in inconsistent maintenance and limited coordination among them. Miduana also has ancillary services, namely Bumi Ageung and local guiding services. Bumi Ageung is currently a place used for traditional meetings. The local guides in the Miduana Traditional Village are members of the tourism awareness group who guide visitors around tourist attractions.

The tourism attraction components of the Miduana Traditional Village align with those described by Suwena and Widyatmaja [11]. Miduana Traditional Village also possesses tourism attraction components similar to those found in Bayan Cultural Village, which include natural and cultural attractions, accessibility, amenities, and additional services [26]. However, Miduana Traditional Village lacks artificial tourist attractions, as described by Nariswari et al. [27], because tourism in Miduana Traditional Village prioritizes natural values and seeks to avoid excessive development.

3.1.3. Community perceptions of community-based tourism

Community perceptions of CBT development are essential because the CBT approach emphasizes a bottom-up model that relies heavily on direct community input. Perceptions of indigenous people toward tourism have also been examined in several previous studies, including Sulistyani et al. [28], who found that the success of CBT initiatives largely depends on the community's sense of ownership and cultural attachment to the destination. This finding is particularly relevant to the context of Miduana, where strong cultural values and traditional governance structures can serve as both the foundation and a determining factor in shaping tourism development strategies.

The majority of the respondents were male, with fewer female participants. This imbalance may be influenced by social and cultural factors, in which women tend to be more reserved and less confident in expressing their opinions during interviews or surveys [29]. Most respondents fell into the late adulthood category according to the classification of the Ministry of Health of the Republic of Indonesia. Most community members have completed only elementary school, primarily because of the considerable distance to junior high and high schools. Most respondents were farmers, reflecting Miduana's vast agricultural land and the community's traditional farming practices. Based on data analysis, the respondents' perception of community-based tourism planning was quite good. This is because 8 of the 11 questionnaire statements were mostly answered with agreement. The results of the community perception survey on community-based tourism planning are presented in **Table 1**.

Table 1. Community perceptions of CBT in Miduana Traditional Village based on chi-square test results. The table presents the majority responses to 11 perception statements, along with the socio-demographic variables. Overall, most respondents agreed with the potential and benefits of CBT.

No	Statement	Majority Answer	Influencing Characteristics
1	In my opinion, cultural sites in the Miduana Traditional Village have the potential to be developed into CBT	Agree	GE, LE, JO
2	In my opinion, the traditional traditions in Miduana Traditional Village have the potential to be developed into CBT	Doubtful	GE, JO
3	In my opinion, the natural beauty of Miduana Traditional Village has the potential to be developed into CBT	Agree	AG, GE, LE, JO
4	The existence of CBT in the Miduana Traditional Village will not change the existing culture	Doubtful	GE, LE, JO

No	Statement	Majority Answer	Influencing Characteristics
5	The existence of CBT in Miduana Traditional Village will not damage the environment in Miduana Traditional Village	Agree	AG, AD
6	CBT development is one of the efforts to increase the community's ability to develop tourism	Agree	GE, LE, JO, AD
7	In my opinion, it is necessary to improve access to the Miduana Traditional Village if tourism is to be developed	Agree	AG, AD
8	I feel happy if there are people from outside Miduana Village visiting Miduana Traditional Village	Agree	AG, AD
9	The Miduana Traditional Village community has been able to develop CBT	Doubtful	GE, JO, AD
10	Community groups in the Miduana Traditional Village can manage CBT	Agree	GE, JO, AD
11	There needs to be a community group in the Miduana Traditional Village that focuses on developing CBT	Agree	GE, JO, AD

Note: GE (Gender), JO (Job), AG (Age Group), LE (Last Education), AD (Address)

The community agrees that cultural sites and natural beauty have the potential to be developed for tourism (Table 1). The community answered that they agreed because, according to the community, the Batu Rompe Site and the Cempalarang Statue Site had the potential to become tourist objects. According to the community, the natural beauty of Miduana Traditional Village has the potential to be developed for tourism because until now, many visitors have visited to enjoy the natural beauty, such as in Kubang Bodas. However, the community responded that they were hesitant or neutral about traditional practices that could be developed for tourism. Most people who answered doubtfully or neutrally were housewives because they didn't understand the customary rules.

The survey results indicate that while CBT in Miduana Traditional Village may lead to cultural changes, it is not expected to harm the environment. The community answered that they were hesitant if the existence of CBT would not change the existing culture. The community answered hesitantly or neutrally because they thought that tourism could revive culture in Miduana, but could also change the existing culture due to the arrival of visitors. However, the community agreed that CBT would not damage the environment in Miduana Traditional Village. This is because visitors who have come to the Miduana Traditional Village have always maintained the environment, by not damaging or littering. The community also agrees that CBT development is an effort to increase the community's ability.

The study results show that the community is very welcoming to visitors. The community also hopes for improved road access to support tourism in the Miduana Traditional Village. This can be seen in the opinions of people who feel happy when visitors come to the Miduana Traditional Village. The community also agreed on the need to improve access to support tourism in the Miduana Traditional Village.

The survey results in Table 1 show that the people of Miduana Traditional Village are not necessarily able to develop tourism. However, according to the community, community groups have a role in developing CBT in Miduana Traditional Village. This can be seen from the community's answers that the community answered hesitantly or neutral if the people in Miduana Traditional Village could develop CBT. However, the community agreed that the existing community groups could manage community-based tourism. The community also agrees that it is necessary to have community groups that focus on developing CBT.

3.1.4. Community preference for community-based tourism

The results of a survey of respondents showed that most of the community agreed (75.8%) to participate if there was tourism development in the Miduana Traditional Village. This is because the community feels that the development of tourism in the Miduana Traditional Village can positively impact on their economy. The people were unwilling to participate because they wanted to focus on working in their respective fields. Some people felt they

were too old and lacked the energy to participate in developing community-based tourism in the Miduana Traditional Village.



Figure 3. Distribution of respondents' participation in CBT development efforts in Miduana Traditional Village. The figure shows the percentage distribution of respondents' preferred roles in CBT. Most respondents preferred to participate as tour managers.

Figure 3 shows that most respondents wanted to participate as tourism managers. This happens because most respondents are men and aged 36–45. According to the Indonesian Ministry of Health, individuals aged 36–45 years are classified as late adults. The late adult category has experienced various life events. The Miduana indigenous people have also begun to recognize the potential of the Miduana Traditional Village and want to play a role in managing tourism there.

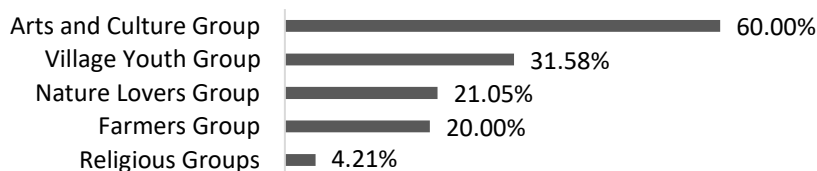


Figure 4. Types of community groups supporting community-based tourism in Miduana Traditional Village. The figure presents the percentage distribution of community groups involved in supporting community-based tourism. Arts and Culture Groups show the highest level of involvement.

Figure 4 shows that the community mostly elects the arts and culture groups to support community-based tourism. Many respondents chose the arts and culture group because they believe that the traditional arts and culture of Miduana Traditional Village must be preserved. This group plays a vital role in maintaining local cultural identity. In addition, it also serves as a medium to promote the village's cultural heritage to a broader audience. This reflects the community's awareness of the importance of cultural preservation and promotion.

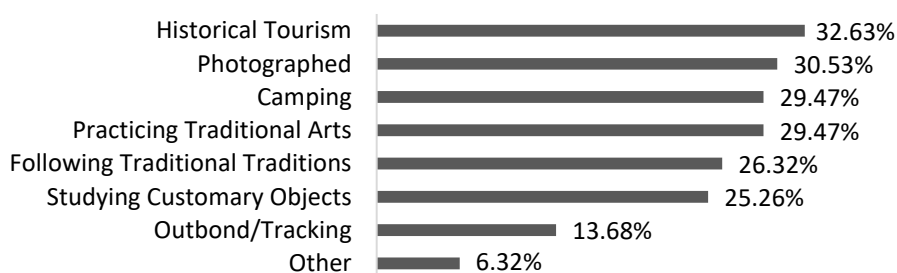


Figure 5. Types of tourism activities appropriate for community-based tourism development in Miduana Traditional Village. The figure shows the percentage distribution of tourism activities considered suitable for community-based tourism. Historical and culture-based activities receive the highest support, while outbound/tracking and other activities show lower preference.

The survey results in Figure 5 indicate that most community members consider historical tourism the most suitable activity for development in Miduana, reflecting the village's rich heritage rooted in tradition and culture. These elements can attract visitors seeking cultural and historical experiences. Some respondents also expressed interest in developing nature-based tourism, particularly highlighting the Cipandak River as a potential rafting site. This

indicates that while historical tourism is the primary preference, Miduana's natural assets also hold promising tourism potential.

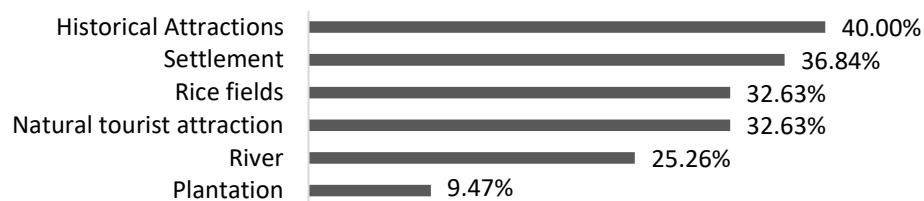


Figure 6. Cultural and natural attractions representing the uniqueness of Miduana. The figure shows the percentage distribution of key attractions, with historical attractions most recognized and plantations least selected, highlighting cultural heritage as the village's main distinctive feature.

The survey results show that most of the community selected historical tourism as the most preferred tourism activity in the Miduana Traditional Village (Figure 6). This preference is driven by the community's awareness of the importance of cultural preservation. They believe that the village's cultural sites and traditional settlements possess unique characteristics not found elsewhere. Therefore, the development of historical tourism is seen as an important effort to help preserve the cultural heritage. The uniqueness, characteristics, and authenticity of a traditional building or historical site, different from other tourist destinations, have a strong potential as a historical tourist attraction [26].

3.2. Discussion

3.2.1. The role of institutions in the sustainability of Miduana Traditional Village

In Miduana Traditional Village, customary institutions focus on socio-cultural sustainability while government institutions manage administrative, environmental, and social aspects. This difference in roles between traditional and government institutions is consistent with what occurs in a traditional village in West Sulawesi, where customary institutions help preserve community welfare and socio-cultural aspects. In contrast, government institutions contribute to environmental development in the traditional village [30].

The customary institution consistently collaborates with the governmental institution in managing the Miduana Traditional Village. This collaboration aims to ensure that village governance aligns with governmental regulations while respecting the prevailing customary laws [31]. The synergy between these two institutions is essential for maintaining a balance between traditional values and formal administrative requirements. To date, no studies have specifically examined the distinction between the roles of these two institutions in Miduana. Nevertheless, the institutional relationship pattern in Miduana shows similar characteristics to those observed in other customary societies, such as the Baduy.

Based on various studies, the Baduy customary institution bears direct responsibility for preserving cultural heritage and protecting the environment through the enforcement of social sanctions and customary regulations that have been passed down across generations [32,33]. Customary institutions act as moral authorities guiding behavior through traditional norms, while government institutions handle administrative functions to support social and environmental sustainability [34,35]. In Miduana Traditional Village, government and customary institutions complement each other, with the former providing legal-administrative support and the latter preserving cultural continuity, a pattern common among indigenous communities in Indonesia.

Government institutions have a role in preserving the environment and administrative management, but do not participate in managing and regulating traditions in the Miduana Traditional Village. Examples of government institutional activities to protect the environment include patrolling, clean Friday, or cleaning activities for public cemeteries. The government institution has the duty and responsibility to safeguard the welfare of the village residents under its administration, thereby fostering the advancement of the village [22]. The government institution also assists the people in managing administrative needs, accessing village development assistance, and formulating village regulations.

Customary institutions have a role in reducing negative impacts on the culture in Miduana Traditional Village. Maintaining cultural heritage and ancestral traditions is an effort to pass down traditions from generation to generation [22]. Examples of traditional activities that aim to preserve existing culture are routine training in *wayang gejlig*, carrying out the *ngamandian* and traditions in farming. This is because the customary institution is led by a traditional leader who places great emphasis on preserving culture and the environment. This is in accordance with the literature, which states that the traditional leaders play a role in maintaining local cultural values in a traditional tradition [36]. This is further supported by the fact that the Sundanese people possess traditional wisdom to preserve nature [37].

The people of Miduana Traditional Village consistently uphold ancestral traditions by passing down cultural knowledge and practices through generations and by actively involving their children in daily activities. Knowledge transfer is a process of communicating knowledge, usually done orally and passed down from generation to generation [38]. The people of the traditional Miduana village have traditions passed down from generation to generation. In the agricultural sector, the people of Miduana Traditional Village still use their traditions and culture. In the education sector, the people of Miduana Traditional Village are also preserving and practicing traditional culture, such as traditional recitation for children, without closing themselves off from modern education. Parents also teach their children about art and culture, such as the art of *wayang gejlig*, which is currently regenerating, where the players have been filled by young people [39].

Although the roles of both institutions are similar to those found in other indigenous peoples, their functions in the context of tourism development have not yet been fully optimized. For instance, the Tourism Awareness Group does not yet have clear written regulations governing tourism activities, resulting in several negative impacts. This limitation stems from the lack of knowledge in sustainable tourism management. Therefore, both institutions need to collaborate in developing sustainable tourism regulations, preserving cultural identity as a tourism asset, and organizing local community participation [40]. Furthermore, the involvement of external institutions with expertise in the tourism sector is essential to support tourism development in Miduana Traditional Village.

3.2.2. Tourist attraction component

Attractions are tourism components that greatly influence tourist interest. In developing community-based tourism in traditional village areas, attractions can include natural beauty, unique biological features, or cultural attractions that remain traditional and natural. In addition, community activities can also draw tourists to the tourist location. The potential for tourist attractions in the Miduana Traditional Village is complete, including cultural and natural tourist attractions [25].

Access to Miduana Traditional Village is more convenient by private vehicle, but it remains quite challenging by public transportation. This is due to the minimal availability of public transport services to the village. Access from the outer area of Miduana Traditional Village to the heritage site or *Kubang Bodas* is only passable by motorcycle. Nevertheless, the local tourism awareness group provides motorcycle services for visitors. The availability and quality of amenities will affect tourists' interest in visiting the area. The current tourism attraction components of the Traditional Village are reasonably complete and align with the Indonesian Tourism Village Guidelines [41].

The amenities in Miduana Traditional Village are relatively well-developed and align with visitor preferences, as noted by Wardana et al. [42]. The five primary amenities prioritized by visitors include transportation access, dining facilities, public toilets, places of worship, and water sources. Local residents facilitate access to transportation, while public toilets, places of worship, and water sources are already available in the area. Although Miduana Traditional Village does not yet have permanent dining facilities, visitors can order meals through the tourism management group, which coordinates food preparation and delivery.

Although Miduana has relatively complete tourism components, its management and utilization remain suboptimal. Effective management of the four key elements is crucial to achieving sustainable tourism. Well-managed attractions sustain visitor interest while protecting the environment; good accessibility ensures convenient travel; and adequate

amenities, such as sanitation and rest areas, improve visitor comfort. Moreover, ancillary services such as local guides and transportation services enrich the tourist experience and create economic opportunities for local communities. For example, the management of these four components at Gili Ketapang Beach involved improving road access, providing clean sanitation facilities, and engaging local guides to educate visitors, enabling sustainable tourism that benefits both the environment and local livelihoods [43].

3.2.3. Community perceptions of community-based tourism

Community perceptions show a generally positive outlook on tourism development in the Miduana Traditional Village. This is closely linked to the area's diverse potential tourist attractions. Residents mentioned that the Batu Rompe Site and the Cempalarang Statue uniquely appeal. In addition, the natural beauty surrounding the Miduana Traditional Village often attracts visitors who enjoy the scenery and engage in activities such as camping. Nature and culture have become the main tourist attractions for many indigenous people, which can strengthen the local community's motivation to develop their region [44].

Although the community supports tourism development in the Miduana Traditional Village, they remain cautious about the potential cultural changes it may bring. This concern stems from the belief that the arrival of visitors could introduce new cultural influences that might alter existing traditions [41]. Besides cultural impacts, environmental changes are also a concern if tourism is not managed correctly. Many visitors could increase waste production [45].

Community awareness of collaboration through local groups is strong, and although they are not fully ready to manage tourism independently, they recognize its importance for sustainability. The community is aware that if community groups focus on managing tourism, the tourism that will run can be maximized [46]. The community also highlights road improvement as a key factor for successful tourism development in Miduana Traditional Village, as good accessibility greatly influences visitor interest by making travel to tourist sites easier and more convenient [24].

3.2.4. Community preference for community-based tourism

The community preferences in the Miduana Traditional Village regarding tourism development also show positive results. The village's existing tourism potential is a significant driver of community participation. Community participation ranges from serving as tour managers to providing transportation services, although some individuals opt out due to age or because they prioritize their primary occupations.

The community considers the arts and culture group the most important in supporting community-based tourism in the Miduana Traditional Village. This group is regarded as essential because it plays a dual role in preserving and promoting the rich local arts and cultural heritage to visitors. Traditional villages have distinctive cultures and traditions. Therefore, it is necessary to have community groups that focus on managing the culture and arts so that the potential for this attraction can be developed and presented as attractively as possible, encouraging visitors to learn about or engage in these cultural expressions [44].

Most respondents prioritized cultural aspects, viewing cultural resources as the main strength of Miduana Traditional Village, similar to other regions that have successfully used their traditions as the foundation for tourism development. For instance, tourism in Wae Rebo, East Nusa Tenggara, prominently features its unique cultural heritage, such as traditional houses, indigenous rituals, and community-based hospitality, as the primary attractions that draw domestic and international visitors. This parallel suggests that leveraging cultural resources can serve as a sustainable and competitive strategy for tourism development in indigenous settings [47].

3.2.5. Community-based tourism development plan

The CBT development plan in the Miduana Traditional Village is carried out by taking into account institutional aspects, components of tourist attractions, and local communities. The community-based tourism development plan also emphasises environmental sustainability and the empowerment of local communities. Tourism development must also be rooted in

the daily lives of its people. The community-based tourism development plan for Miduana Traditional Village is described below.

a) Institutional development plan

Tourism development is an effort to carry out tourism activities related to cooperation with elements such as the government, the private sector, and the community [48]. The institutional role is to strengthen the tourism program in a location. Institutional is a critical factor in the development of CBT [49]. A customary institution has been established to manage Miduana Traditional Village from cultural and tourism perspectives, and the institutional development plan was formulated based on existing conditions and identified gaps in the literature.

The first institutional development plan is to establish regulations for members of the customary institutional sub-sector, visitors, and tourism-related activities. As discussed earlier, institutions in Miduana Traditional Village currently lack clear written regulations governing tourism activities, leading to several negative impacts. In fact, formulating such regulations at the early stage is essential to ensure that community-based tourism development proceeds in a structured and sustainable manner [50].

The second institutional development plan focuses on developing a knowledge transfer mechanism related to sustainable tourism for the community and visitors. To ensure the continuity and sustainability of tourism, multi-stakeholder collaboration is essential. The institutions of Miduana Traditional Village can collaborate with external organizations that possess expertise in tourism management, such as the Department of Culture and Tourism or NGOs. Efforts to enhance knowledge and awareness include developing education-based tourism and informing visitors about local rules and cultural etiquette in Miduana.

b) Component of tourist attraction development plan

The development of a tourist attraction component is needed when wanting to develop a tour. Visitors will need various services from departure to return to their origin [11]. Tourism amenities and activities can affect visitor satisfaction, and visitors will promote the tourist attraction to others. The development plan for tourism attraction components is still made natural and adjusted to the community's daily conditions, maintaining the sustainability of the Miduana Traditional Village.

The first development plan focuses on improving the quality of tourist attractions. Miduana possesses a wide range of potential attractions. However, its management and utilisation remain suboptimal. Efforts are needed to improve the quality of attraction while preserving cultural and environmental values by mapping potential sites, planning activities, and establishing sustainable management plans. The next development plan focuses on enhancing tourism facilities and amenities. Although amenities in Miduana are relatively complete, their quality and comfort still need improvement to enhance the visitor experience. Efforts include building accessible facilities, installing clear signage, and providing interpretation boards that communicate the village's values.

The third component of the tourism development plan focuses on enhancing accessibility and developing ancillary services. Improving road access to the village is a crucial first step to ensuring comfortable and safe travel for visitors. Providing public transportation facilities will also enhance mobility to and from the village. The development of ancillary services, such as local souvenir products and guided tours, will further enrich the visitor experience while creating new economic opportunities for the community. Combined with improved accessibility, these efforts are expected to promote sustainable tourism growth in Miduana.

c) Community development plan

Community participation is an essential component of community-based tourism, as the community plays a role in decision-making and planning [15]. This makes it necessary to have a community development plan for developing community-based tourism. The preparation of community development plans reflects community perceptions and preferences for CBT planning in Miduana Traditional Village. The preparation of community development plans includes increasing the capacity of tourism awareness group members through training

programs or comparative studies. These activities aim to improve their skills in managing tourism more effectively. In addition, the plan also involves enhancing the capacity of local community resources. This is done through outreach programs or training that supports tourism development in the village.

4. Conclusions

This study demonstrates that CBT development in the Miduana Traditional Village is strongly influenced by internal factors, including institutional, community perceptions and preferences, and the quality of tourism attraction components. Miduana has sufficiently met these internal aspects to support CBT, as evidenced by two institutional systems that significantly sustain the environment and cultural heritage, generally positive community perceptions and preferences, and a diverse range of tourism attractions. At the end of this section, the researcher provides a set of development recommendations for CBT based on the three internal aspects. For the institutional aspect, the recommendations focus on strengthening the role of local institutions in managing sustainable tourism. The tourism attraction component development plan focuses on optimising existing attractions and enhancing facility quality. Meanwhile, in the community aspect, the researcher emphasizes the importance of enhancing the capacity of tourism managers and promoting active participation of local communities in tourism activities. These findings highlight the need to strengthen institutional roles and community involvement in sustainable tourism management, while also contributing academically through a conceptual framework that links institutional factors, community perceptions, and tourism attraction potential.

Author Contributions

YHP: Conceptualization, Writing, Data Collecting, Analysis & Interpretation, Editing; **NK:** Conceptualization, Analysis, Review; **ER:** Conceptualization, Analysis, Review.

AI Writing Statement

The authors did not use any artificial intelligence-assisted technologies in the writing process.

Conflicts of interest

There are no conflicts to declare.

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