



Economic Development of Tourism Villages Sustainable Community-Based Tourism through Indonesia-Australia International Collaboration

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ABSTRAK

Local economic development through the tourism sector is one strategy to improve community welfare. Sekotong Timur Village, West Lombok Regency, has various local economic potentials that can be developed through a Community-Based Tourism (CBT) approach. However, the community still has limited knowledge in identifying and developing these potentials. This community service activity aims to increase community understanding regarding the development of local economic potential through community-based tourism. The activity was carried out using a participatory method through observation, socialization, counseling, and interactive discussions. The results of the activity indicate that Sekotong Timur Village has natural and coastal potential, agricultural and fishery products, local culinary, crafts, and various community economic activities that can support tourism activities. The activity also increases community understanding regarding the relationship between tourism and the creation of added value, business opportunities, and increased income. CBT development needs to be supported through increasing community capacity, strengthening local businesses, marketing, utilizing digital media, and institutions to encourage sustainable local economic development

INTRODUCTION

Regional development need collaboration real between government area with public local in manage various potential source Power local which aims to support development economy. (Nila Nirmala et al., 2024) Development economy sustainable areas can realized through improvement economy creative. Ideas, creativity, and innovation become components main in economy creative to create mark plus economy. (Sudiarti et al., 2025). Management source Power natural with wisdom local to create mark plus economy can increase Power pull tour so that in turn can push development tourist local. (Syahputra et al., 2025).

Pillars of development area close relation with wisdom local and also village tourism. tourist village No only become objective recreation, but also being tool socio-economic in preseve realized culture through Community-Based Tourism (CBT). (Yuslaini et al., 2026) Community-Based Tourism (CBT) is known own high potential in increase development sustainable through preservation environment and also maintain inheritance culture local. (Sahabuddin et al., 2026). Community-Based Tourism (CBT) prioritizes impact socio-environmental from activity tourism. Based on (Fattah et al., 2026). Following is principles from Community Based Tourism (CBT).

1. Recognize, support, and promote ownership community on Tourist local.
2. Involving community in all over aspect tourist.
3. Cultivate a sense of pride community.
4. Push improvement quality life community.
5. Ensure sustainability environment.
6. Preserving uniqueness and characteristics local.
7. Become facilitator learning cross culture.
8. Honor diversity culture and dignity man.
9. Give benefits that are evenly distributed to the community.
10. Allocate percentage still from income for activities development community sustainable.

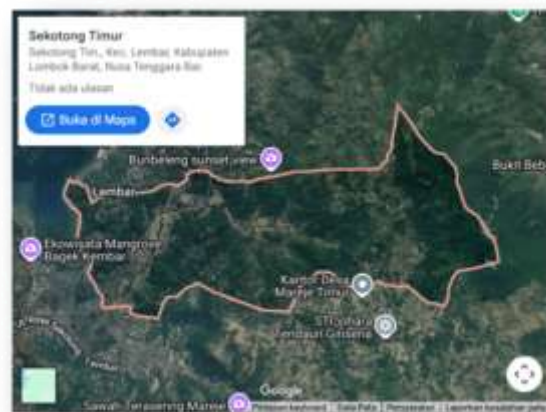
Sekotong is one of the Subdistrict in West Lombok Regency, West Nusa Tenggara which has ecosystem, landscape, culture, and also wisdom local who have Power pull tall for tourists. (Farhan et al., 2023). So, in 2021 the region Sekotong has set become a Tourism Village by the Ministry of Tourism and Creative Economy of the Republic of Indonesia (Kemenparekraf RI). (Armaijn et al., 2024) (Armaijn et al., 2024) Tourism Village is densely populated area will mark authentic that can reviewed through condition social economic, social culture, customs customs, and also life daily society (Andi Baharuddin, Muhlis, 2023).

Tourism Village Development need involvement active from various party Good society, government, and institutions related. (Hakim et al., 2021). In line with that, activity devotion communities in Tourism Villages implemented by Higher Education Institutions have a very crucial role in developing regional potential context tourism, culture, and also the environment. With existence guidance and mentoring from College, it is hoped Tourism Village Community can more Ready in face challenge modernization. (Andini & Rizki, 2024)

Based on condition said, implemented activity Devotion To the Internationally Based Community. Activities This involving Collaboration between the Master of Economics Study Program, Faculty of Economics and Business, University of Mataram (Indonesia) and Southern Cross University (Australia) which carries theme "International Community Service: Strengthening Local Economic Development Through Community-Based Tourism in East Sekotong Village". Activity This expected capable increase capacity Tourism Village Community in develop potential area and create mark plus the economy based on Community-Based Tourism (CBT) to improve level economy public local.

IMPLEMENTATION AND METHODS

Methods used in activity devotion public is method participatory (Hadi et al., 2023). Participatory method related close with involvement direct from public local in a way active in all over stages activities carried out. (Lugi et al., 2026). Involvement public in a way active in activities devotion, it is hoped can increase awareness and ability public in manage potential source Power local through sector tourism to strengthen economy public around.



Picture 1. Research Location Devotion To the Community
Source : Google Maps

Activity Community Service involving the Master of Economics Study Program, Faculty of Economics and Business, University of Mataram in collaboration with Southern Cross University implemented in the District East Sekotong, West Lombok Regency. Implementation activity devotion started with stage preparation through coordination with government and figures public local. At this stage this, team devotion do observation early to identify regional conditions and potential locally owned.

Stage implementation activity carried out through socialization, counseling, and also discussions. The material provided related with strengthening economy public East Sekotong through the Tourism Sector. Community Service Team convey material with method interactive lectures and discussions with the aim is for the community can participate active during activity ongoing. Supporting

data from implementation activity devotion is documentation activity through Photo activities, notes, and recordings activity during activity ongoing.

RESULTS AND DISCUSSION

Activity devotion to public was held in the East Sekotong area, West Lombok Regency. The activity This involving lecturers and students from the Master of Economics Study Program, Faculty of Economics and Business, University of Mataram, Southern Cross University, and also the community local activities This lift theme "Strengthening Local Economic Development Through Community-Based Tourism in East Sekotong Village" Activities This aims to strengthen economy communities in the East Sekotong region through sector tourism. Based on identification beginning problem, the people in the East Sekotong area have not own adequate awareness and ability about potential economy local that can developed through sector tourism. Problems the in line with study from (Komalasari et al., 2025) who stated that knowledge ecotourism community in the Sekotong area classified as not optimal. Therefore, the theme raised is very appropriate with potential economy local in the area concerned .



Picture 2. Activity Documentation Devotion To the Community
Source : Original Documentation

Implementation activity devotion to the community in progress very well and gain high enthusiasm from the community. The material presented at the activity socialization discuss about various potential economy local available in the East Sekotong area which can developed to support activity tourism. Potential the No only related with source Power nature and power pull tourism, but also a source Power human, product local, activities community economy, as well as various form business that can developed to strengthen local community economy.

Based on results identification together community, potential local that can developed covering potential nature and area coastal, products results agriculture and fisheries, culinary local, crafts, and various activity economy community. Potential that is basically has become part from life economy society, but its utilization as product or supporting services activity tourist Still not optimal. Conditions the show that problem development economy local No

solely related with limitations source power, but also related with awareness and also ability public in identify, develop, and connect source Power local with opportunity emerging economy from activity tourist.

Activity devotion give understanding to public that tourist can be one of instrument in strengthen economy local if there is involvement public in the management process. Tourists who visit No only produce request to object tourism, but also creates request to various goods and services supporters, such as food and beverage, transportation, accommodation, products crafts, services guide, as well as product local other related matters with activity tourism. With thus, the more big relatedness between activity tourist with activity economy public local, increasingly big opportunity creation mark add and improve income public.

From the perspective development economy local, development tourism in East Sekotong Village is necessary directed at improving relatedness economy between sector tourism and sectors productive that has been developing in society. Development product local be one of the strategies that can done to improve mark plus source available power. The previous product only for sale in form material raw can developed become product processed foods that have mark economy more tall. Likewise, potential nature and culture can packed become experience tourism that involves public as provider service and manager activity tourism. Approach the allows benefit economy from activity tourist No only enjoyed by the perpetrator business certain, but can distributed in a way more wide to public.

Discussion results during activities also show existence improvement understanding public about opportunity economy that can appear from development tourist based society. Society begins see that development tourist No only improvement - oriented amount visit tourists, but also need notice How activity tour the can give benefit economy in a way direct to public local. Understanding the become important Because success development tourist sustainable No only determined by power pull destination, but also by ability public in create products, services, and activities economy that has relatedness with need tourists .

However Thus, development potential economy local through tourist Still face a number of challenges. Limitations knowledge and skills public in management business, marketing, packaging product, development product tourism, as well as utilization of digital media becomes a number of necessary aspects get attention. In addition, strengthening institutional community is also needed for management tourist can done in a way more coordinated. Therefore Therefore, the development of community-based tourism is necessary placed as an empowerment process economy that involves public since stage identification potential, planning, management, to evaluation activity tourist.

In a way overall, activities devotion show that strengthening development economy local through tourism in Sekotong Timur Village has opportunities for development more further development the need directed at creation mark add, increase involvement community, strengthening business local, as well as improvement relatedness between activity tourist with sector economy others.

With approach said, tourism No only positioned as sectors that bring in tourists, but as one of the strategies to create chance work, improve income community, strengthening activity economy local, and support development sustainable village.

CONCLUSION AND RECOMENDATION

Activity devotion to community in the sub-district East Sekotong , West Lombok Regency , via The theme of Strengthening Local Economic Development Through Community-Based Tourism in East Sekotong Village has been increase awareness and also provide understanding to public about potential economy local that can developed through sector tourism . Results of activities show that Sekotong Timur Village has various potential that can support development economy local , including potential nature and area coast , results agriculture and fisheries , culinary local , crafts , and activity economy society. Through socialization and discussion participatory, community start understand that tourist No only functioning as Power pull tourists, but also can become instruments for creating mark add, opportunity work, and improvement income public.

The development of community-based tourism is necessary done in a way sustainable with increase involvement public in the identification process potential, planning, management and development activity tourism. Strengthening capacity public in management business, marketing, packaging products, use of digital media, and strengthening institutional become aspect important things that need to be done done at the stage next. With Thus, development tourism in East Sekotong Village is expected No only increase activity visit tourists, but also able to strengthen relatedness sector tourist with activity economy local and provide benefit better economy wide for public.

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