

Implementation of Community Based Tourism and Inventory of Local Resources Supporting Ecotourism Potential in Way Kalam Tourist Village, KPH Way Pisang

Meyliana Astriyantika¹, Enggar Dwi Cahyo²

¹² Politeknik Negeri Lampung, Bandar Lampung, Indonesia

* Correspondence e-mail; meyliaanaastri@polinela.ac.id; enggardc@polinela.ac.id

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Abstract

Ecotourism is a pattern of natural area management in which there are responsible tourism activities in encouraging environmental conservation, and are beneficial for the community to improve welfare. The Lampung Provincial Government's belief in optimizing the area with the concept of a tourist village based on very diverse potential conditions such as nature, customs of the surrounding community, cultural uniqueness, and patterns of life that occur in everyday life, even the creative economy sector. Way Kalam Tourist village is a tourist village based on ecotourism in Penengahan District, South Lampung Regency. This location has a main attraction, namely the Way Kalam Waterfall, in 2023 it became a priority location for assistance for the nomination of the Indonesian Tourist village Award (ADWI). This area is administratively under the management of the Lampung Provincial Forestry Service because it is included in the register 3 of the Way Pisang KPH. Based on these conditions, the management of this tourist village is directed entirely at the ecotourism concept. With these various potentials, it is considered necessary to know how the involvement of the local community is and what the potential of local resources is that can support the strengthening and development of the governance of this tourist village. This research was conducted for 6 months from May-November 2024 in Way Kalam Tourist village. The types of data taken are primary data using observation and interviews, then secondary data with literature studies and other supporting materials. This research will look at how to implement community-based tourism and provide updated data related to local resources both as attractions and creative economic potential with local wisdom owned by Way Kalam Tourist village. The hope for the future is to maximize governance and increase interest in visiting the location. In addition, the results of the study can be used as a guide for management models or used as a consideration for compiling packages and marketing patterns.

Keywords

Ecotourism, Community Based Tourism, Way Kalam Tourist Village.



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INTRODUCTION

One form of ecotourism activity in a particular area that involves the community is a tourist village. A tourist village is a rural area that provides a holistic atmosphere that reflects the authenticity of the countryside, both in socio-economic, socio-cultural, customs and daily life, has unique architectural buildings and unique and interesting village spatial structures and economic activities with distinctive characteristics. The possibility of developing various tourism elements such as destinations, accommodation and other tourism needs. Tourist villages develop their potential to support the local economy without eliminating the cultural elements in them, because these components are the selling point.

One of the tourist villages in Lampung Province is the Way Kalam Tourist Village located in the Penengahan District, South Lampung Regency, located on register 3 of Gunung Rajabasa KPH Way Pisang. The tourism potential of Way Kalam Village has been explored by the local community since 1999, until 2020 it became the attention of several parties as a location for training and mentoring tourist destinations. In 2023, it will become a Tourism Village that is focused on by the Lampung Provincial Government as a candidate to take part in the Indonesian Tourism Village Award (ADWI) until it reaches the top 300 at the national level.

The main attraction in this tourist village is Way Kalam Waterfall, but besides that it also has other attractions and attractions in the form of natural, artificial, cultural, culinary, and creative economy tourism in the form of souvenirs. Way Kalam Tourism Village is managed with the involvement of the active role of the local community as an empowerment effort, termed the concept of community based tourism (CBT). This study leads to an analysis of the application of CBT implemented in Way Kalam Tourism Village and identifies the existing conditions of the potential of local resources supporting ecotourism to adjust the pattern of visiting activity programs so that marketing and services run optimally. The objectives of this study are: 1) To analyze the implementation of community participation in the concept of community based tourism in Way Kalam Tourism Village. 2) To identify the potential of local resources supporting ecotourism in Way Kalam Tourist Village.

METHODS

The research was conducted in Way Kalam Tourism Village, Penengahan District, South Lampung Regency, Lampung Province. The research process was arranged for 6 months in May-November 2024. The data needed in this study include primary data and secondary data. Primary data was obtained through observation

and interviews. The informants in this study were Pokdarwis Way Kalam and the village community. While secondary data was obtained from documentation techniques. The secondary data needed were statistical data related to tourism, literature studies and policy documents and a list of attractions of Way Kalam Tourism Village. The data analysis used in this study was qualitative descriptive analysis. Descriptive analysis is used to identify the opinions of parties or institutions from various sources related to the supporting components of the development of Way Kalam Tourism Village.

FINDINGS AND DISCUSSION

Implementation of Community Based Tourism in Way Kalam Tourism Village

Community Based Tourism is a concept of developing a tourist village by involving and placing local communities who have the authority to manage and develop their own areas to improve the welfare of local communities and the sustainability of local culture and natural resources. Community empowerment through the management of tourist villages is a concrete step taken to give local communities control over the management and development of their tourist destinations with the aim that the community can participate in planning, decision making, contributing to the environment, and obtaining economic benefits from the tourism industry. Local wisdom is knowledge and practices that develop in local communities, which are formed from long experience and interaction with the surrounding environment [1].

Way Kalam Tourism Village is one of the many tourist villages that are developing in the South Lampung Regency area. Located on the slopes of Mount Rajabasa. The distance is 17 km from the center of Kalianda City (Capital of South Lampung Regency) with a travel time of 26 minutes, and is located at an altitude of 372 meters above sea level. Carrying the theme of Nature & Culture Tourism Village, Way Kalam Tourism Village offers experiential tourism activities in the form of learning and interaction about nature, the environment, agriculture, plantations, entrepreneurship, socio-cultural life, various traditional arts and local wisdom that are still deeply rooted in the community with a typical rural atmosphere on the slopes of Mount Rajabasa. The village map is presented on

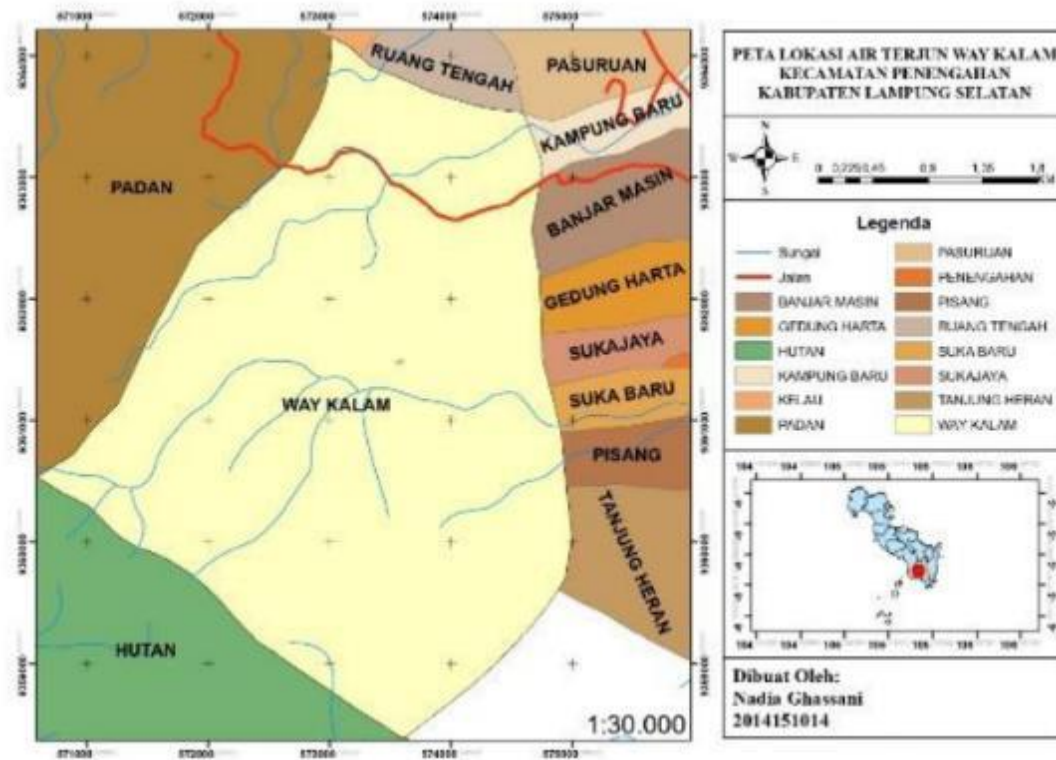


FIGURE 1. Location of Way Kalam Tourism Village

Source: [2]

Based on the research results, the history and development of the management of Way Kalam Tourism Village were traced, which turned out to be initiated and implemented by the local community through mutual cooperation. Since 2014, the local community has jointly opened the Way Kalam Waterfall tourist route by involving all groups, especially the younger generation who are members of the Karang Taruna group. Then in 2019 the Tourism Awareness Group was formed. The challenge of management at the beginning of Way Kalam Village developing tourism potential was the lack of synergy between the village government regarding the focus of tourism as the village's leading sector. However, this has been overcome in the last few years with strong synergy between Pokdarwis, the village government, and several organizations in Way Kalam Village.

The community and village officials realize how great the potential of Way Kalam Village is to be developed as a tourist destination, so each is committed to improving governance. Village officials provide an open discussion space if there is input or

suggestions regarding the management of village tourism. Administratively, Way Kalam Village is located in the Forest Management Unit Area (KPH), so that management is also predominantly under the Lampung Provincial Forestry Service, then the tourism section also synergizes with the Regency and Provincial Tourism Offices. The coordination center is in the village government which is passed down through LPHD and pokdarwis. The village apparatus as the coordinator and provider of capital from village funds, then pokdarwis as the driver supported by the involvement of youth organizations and the UMKM community as providers of creative economic products. In 2024, the Way Kalam village government allocated a village fund budget for tourism development because it realized that the tourism potential of Way Kalam Village was very worthy of becoming a village development sector. The focus of the village government on tourism management is based on Village Regulation No. 6 of 2020 concerning Tourism Management, then Village Regulation No. 5 of 2020 concerning village levies which is proven through the allocation of income with a division of 20% for bumdes income, 10% regional taxes, 40% tourism officer wages, 20% pokdarwis cash, and 10% for land owners. The clear regulations will provide certainty for the community and tourism industry players in carrying out their activities.



FIGURE 2. Entrance gate to the Way Kalam Waterfall tourist destination

Source: Astriyantika, dkk (2024)

[3] stated that the development of ecotourism-based tourism villages must have or provide a means of communication between tourists and local communities to share experiences and knowledge in realizing an environmentally friendly life. Apart from that, the rides provided can attract tourists to take part in preserving the surrounding nature. The community feels that the management of Way Kalam Tourism Village is running quite harmoniously for all levels of society with their respective roles. The Way Kalam tourism management process is interwoven in terms of planning, organizing, implementing, and supervising with the CBT approach as a concept for

managing a tourism village. Community participation which includes participation in decision-making, participation in implementation, participation in the utilization of results, and participation in monitoring and evaluation, as well as supporting and inhibiting factors internally and externally from the implementation of CBT shows that management has a positive influence and provides changes in various things to support success that supports village development, although income has not increased significantly. [3]Who stated that the non-involvement of local communities in the tourism planning process often causes conflict and lack of support for the policies taken.

In 2022, Way Kalam Tourism Village is considered to have been able to empower most members of the community (> 70%), with various groups involved, such as homestays (50 homestays/120 rooms), arts and cultural attractions (25 people), local/youth tour guides (20 people), local culinary (20 people), home industry (5 people), grocery stores (6 units) and security/support personnel (30 people). The community is also able to utilize abandoned village land as a place for cultivating honey bees, goat farming (1 ha) and Way Kalam Waterfall which is a tourism icon in Way Kalam Tourism Village. The Watershed Area (DAS) of Way Kalam waterfall is an interesting adventure/trekking area for guests. In addition, the community managers have also collaborated with several parties within the village such as youth farmer groups, plantations, agriculture, women farmers, etc. Cooperation with external parties such as the Village Government with village land, arts groups, livestock groups. Empowering a region with all its potential is a step to increase the role and contribution of the region towards national independence [4]

Potential of Local Resources to Support Ecotourism In Way Kalam Tourist Village

[5]Stated that the development of ecotourism-based tourism villages must have or provide a means of communication between tourists and local communities to share experiences and knowledge in realizing an environmentally friendly life. Apart from that, the rides provided can attract tourists to take part in preserving the surrounding nature. The management of Way Kalam Tourism Village in the past 8 years has achieved many achievements, where the management through the tourism awareness group (pokdarwis) is able to provide opportunities for the community to get additional income and economic improvement without leaving the village, without having to damage the environment, is able to prevent urbanization for the younger generation, empower women's groups and the growth of various productive economic activities and the maintenance of local community culture. Pokdarwis Way Kalam also received appreciation and training as well as guest visits from various agencies/institutions and from various parties, both in the form of materials and administrative recognition, including:

1. Achieved the Top 300 Indonesian Tourism Village Awards (2021) Ministry of Tourism and Creative Economy
2. Achieved the Top 300 Indonesian Tourism Village Awards (2022) Ministry of Tourism and Creative Economy

3. Achieved the Top 300 Indonesian Tourism Village Awards (2023) Ministry of Tourism and Creative Economy
4. 1st Place in National Wana Lestari (2022) Ministry of Environment and Forestry
5. Host of Multi-Business Forestry Product Marketing Training (2022) Center for Environmental and Forestry Human Resources Education and Training, BDLHK Bogor
6. Capacity Building for Tourist Destination Communities (2022) Lampung Provincial Tourism Office.
7. Host of Social Forestry Comparative Study (2022) BPSKL Sumatra Region & BDLHK Bogor.
8. Tourism Village Training (2022) Ministry of Villages & Development of Disadvantaged Villages and Transmigration (PDTT).
9. Host of Social Forestry Facilitator Training of Strengthening Social Forestry Project in Indonesia (Streaming of Social Forestry) SSF (Year 2022) Ministry of Environment and Forestry
10. Forest Management Comparative Study Visit (Year 2021) KPH Batu Ayau North Kalimantan.

The road conditions to Way Kalam Tourism Village have been maximally improved with concrete roads repaired by the government in 2023. In 2024, Way Kalam Tourism Village is also building supporting tourism facilities at several points of attraction. The waterfall is an icon and a leading tourist attraction in this village, so the focus of development is around the waterfall in the form of gazebos, toilets, parking, directions, and several other facilities. Tourism development has the potential to bring significant economic and social benefits to local communities [4].



FIGURE 3 & 4. Construction Process of Facilities on the Indukan Waterfall Route
Source: Astriyantika, dkk (2024)

With the vision and mission of empowering the economy and socio-culture of the community while maintaining local wisdom, in the future the development of the Waterfall will be directed at efforts to preserve nature and the environment in a sustainable manner while maintaining the noble values of rural socio-cultural life that can be used as a spectacle and guidance for local communities and communities in other areas.



FIGURE 5 & 6. Way Kalam Waterfall & Anakan Waterfall
Sumber: Astriyantika, dkk (2024)

In addition to the waterfall, the tourism potential that can be developed in Way Kalam Tourism Village is related to agroforestry which is very abundant around the village. Various types of gardens such as coffee gardens, pepper gardens, clove gardens, corn gardens can be used as educational tours for prospective tourists. In addition to seeing the gardens, prospective tourists can also be shown how to process the results of the plantations in several local community business units. Other potentials are related to honey bee breeding and creative economic products from the local community. However, the current challenge is that there has been no preparation of a tour package to be used as one integrated visit to all the tourism potentials of Way Kalam village.



FIGURE 7. Way Kalam Tourism Village Plantation Product Processing
Source: Astriyantika, dkk (2024)



FIGURE 8. Way Kalam Tourism Village Plantation Product Processing
Source: Astriyantika, dkk (2024)

In 2020, Way Kalam Tourism Village received programs and assistance used to facilitate HR training, guide uniforms, additional art facilities, culinary and souvenirs. In addition, the management community has also collaborated with several parties within the village such as youth farmer groups, plantations, agriculture, women farmers, etc. Cooperation with external parties such as the Village Government with village land, art groups, livestock groups. Tourism practitioners state that creating interesting narratives about cultural experiences that tourists can gain will encourage them to visit and understand the local culture.



Figure 9. Homestay Way Kalam Tourist Village
Figure 10. Way Kalam's Art Performance

Source: Astriyantika, dkk (2024)

One of the factors in tourism activities according to Yoeti (1990) is something to buy, meaning that the place must have facilities for shopping, especially souvenirs and folk crafts as souvenirs to be taken home to their respective places of origin. These products are able to increase the income of local communities and utilize raw materials available around the village. These potentials are capital that can make a major contribution to local and regional economic development and the creation of jobs through the development of the tourism industry [6]. Way Kalam Tourism Village has several processed products driven by the local community from production to marketing by utilizing the natural resources and resources available in the village.

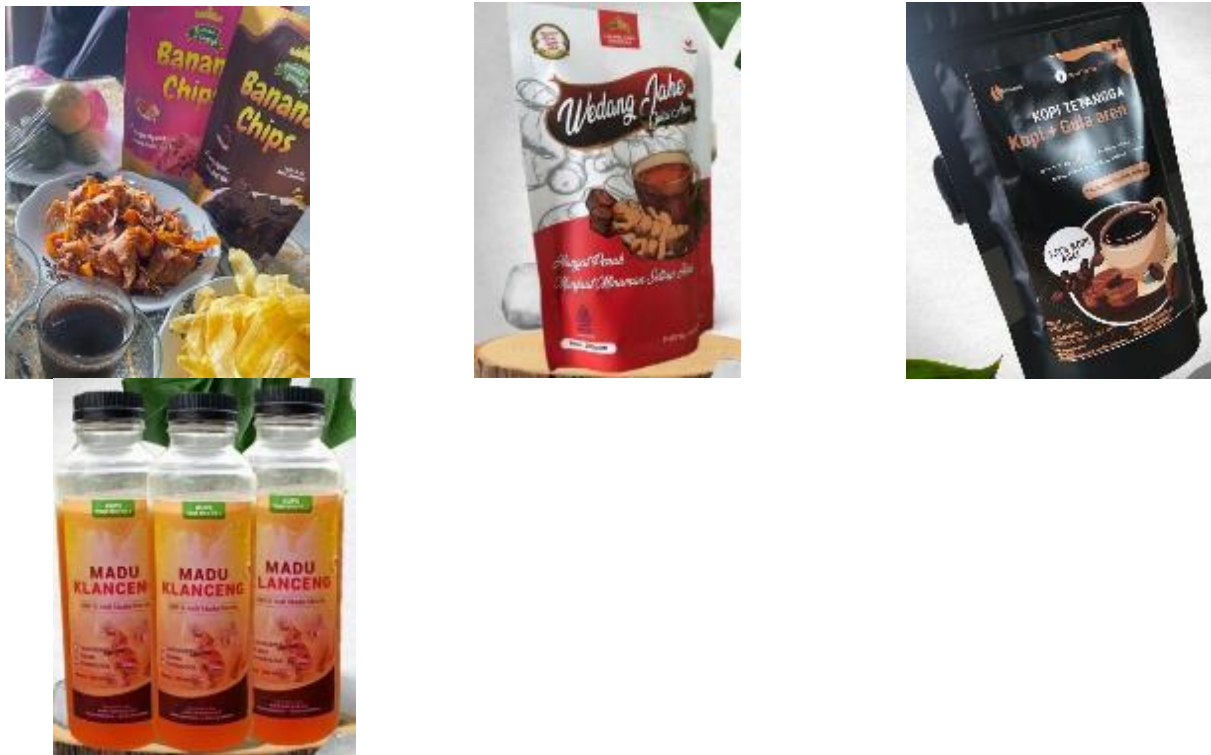


Figure 11. MSME Products of Way Kalam Tourism Village

Source: Astriyantika, dkk (2024)

CONCLUSION

Way Kalam Tourism Village involves all elements of the community, including the village government and local community groups, in actively participating in tourism management. The opportunities for participation are highly open, ranging from involvement in planning and decision-making, implementation, utilization of results, and monitoring and evaluation, to identifying supporting factors as well as internal and external obstacles in the implementation of Community-Based Tourism (CBT). This active participation indicates that tourism management has had a positive influence and has brought changes that support village development. One of the main tourist icons of Way Kalam Village is its waterfall area, which consists of a main waterfall and a smaller secondary waterfall. Beyond this primary attraction, the village also offers other tourism potentials and supporting facilities. The supporting attractions include agroforestry resources such as pepper, coffee, clove, and corn plantations, as well as honey bee cultivation and local MSME products that reflect the community's creative economy. In addition, supporting facilities in the Way Kalam Tourism Village area continue to be developed, including improved road access, gazebos, toilets, parking areas, and signposts, all of which contribute to enhancing the overall tourism experience.

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