

## Community Roles in Managing Coastal Tourism: A Case of Labuhan Haji Beach, East Lombok

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**Abstract:** This study aims to analyze the role of local communities in the management of *community-based tourism (CBT)* in Labuhan Haji Beach, East Lombok, as well as identify challenges and strategies to strengthen this role in supporting the sustainability of coastal tourism. The method used is a qualitative method with a case study approach. Data were collected through in-depth interviews, participatory observations, and documentation studies. The informants consisted of Pokdarwis administrators, tourism business actors, village governments, and domestic tourists. The results of the study show that local communities play a role in four main aspects: (1) destination operational management (cleanliness, security, tourism services), (2) environmental and cultural preservation, (3) local economic development through diversification of tourism businesses, and (4) participation in local institutions, especially through Pokdarwis. Apart from this, the level of community participation is still at the consultative and functional level, not yet achieving strategic partnerships in decision-making. The main challenges include weak human resource capacity, limited capital, unstable Pokdarwis institutions, lack of infrastructure, and not optimal digital promotion of destinations. This study recommends strengthening strategies through community capacity building, inclusive co-management models, development of cultural and ecological-based tourism products, and marketing digitalization. These findings contribute to strengthening the implementation of CBT in coastal areas as well as practical implications for governments and tourism stakeholders.

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### Introduction

Tourism is widely recognized as a strategic sector that contributes significantly to economic growth, regional income generation, employment creation, and the strengthening of local cultural identity (Elgin & Elveren, 2024). Over the past decade, global tourism development has demonstrated a relatively stable growth trajectory and has increasingly been positioned as one of the

key drivers of sustainable development (Figueiredo et al., 2024). Increased tourist mobility creates opportunities for local communities to develop economic activities based on natural resources, cultural heritage, and local creativity (Ruiz-Ballesteros & González-Portillo, 2024a). Along with the growing demand for authentic and experience-based tourism, destinations managed through participatory approaches play an important role in enhancing the competitiveness of locally based tourism (Idris et al., 2025).

In Indonesia, tourism development is increasingly directed toward sustainability-oriented approaches within the national policy framework. One approach that has received significant attention is Community-Based Tourism (CBT), which emphasizes the central role of local communities in tourism development to ensure that economic, social, and environmental benefits are directly enjoyed by residents (Abreu et al., 2024; Hariyadi et al., 2024). CBT places communities not only as beneficiaries, but also as owners, managers, and decision-makers in destination development. This approach is considered effective in reducing economic dependency on a single sector, maintaining environmental sustainability, strengthening socio-cultural identity, and contributing to poverty alleviation, particularly in rural and coastal areas that are highly dependent on natural resources (Krishna Prasad Sapkota, 2024). Recent literature highlights that contemporary CBT practices increasingly emphasize community capacity building and the strengthening of local institutions as key prerequisites for destination sustainability (Abreu et al., 2024). Ruiz-Ballesteros & González-Portillo (2024a) argue that the success of CBT is largely determined by the collective ability of communities to manage destinations, guide development directions, preserve local cultural values, and maintain environmental quality. In the digital era, CBT implementation is also characterized by the integration of technological innovation, digital marketing, cross-sector collaboration, and improved access to tourism-related information and opportunities (Seyfi et al., 2025). Community participation is a critical determinant of successful CBT implementation. Participation is no longer understood merely as involvement in operational activities, but also as meaningful engagement in planning, decision-making, and evaluation processes. Tong et al (2024) emphasize that effective participation requires equitable collaboration among communities, governments, and the private sector through co-management arrangements. Such arrangements clarify roles and responsibilities while strengthening local ownership. Simanihuruk et al (2024) further note that community participation enhances social cohesion, strengthens a sense of belonging, and increases awareness of resource sustainability. In the Indonesian context, the level of community participation is strongly influenced by leadership quality, institutional clarity, and consistent external support (Tong et al., 2024).

Despite its potential, CBT implementation continues to face various challenges. Limited managerial capacity, inadequate financial resources, and weak institutional structures often constrain community involvement to operational roles rather than strategic functions (Sulistiyono et al., 2024). Dependence on government assistance, grants, or corporate social responsibility programs also affects the long-term sustainability of community-based tourism initiatives (Abreu et al., 2024). Additionally, unequal benefit distribution and low transparency may trigger internal conflicts that undermine community cohesion (Tsviliy et al., 2024). Externally, the dominance of government or private investors can reduce the bargaining position of local communities in shaping destination development (Elgin & Elveren, 2024). These challenges are particularly evident in coastal tourism destinations, which have distinct environmental and socio-economic characteristics compared to inland areas. Coastal zones are highly vulnerable to ecological pressures such as marine pollution,

coastal abrasion, and ecosystem degradation caused by increasing tourism activities (Qamruzzaman, 2025). In this context, local communities play a crucial role due to their close relationship with marine ecosystems and possession of local ecological knowledge that supports conservation efforts (Douros et al., 2024). Community-based coastal tourism has also been shown to enhance economic resilience, particularly for fishing communities, through livelihood diversification such as marine tourism services and seafood-based culinary activities (Douros et al., 2024; Mtapuri et al., 2022). Social capital, including mutual cooperation and traditional knowledge, further strengthens destination sustainability in coastal areas (Ari et al., 2024). Within the Indonesian CBT framework, Tourism Awareness Groups (*Pokdarwis*) function as key local institutions that facilitate community participation, capacity building, tourism management, and coordination among stakeholders. According to the Ministry of Tourism and Creative Economy (2021), *Pokdarwis* acts as a bridge between communities, governments, and the private sector. However, empirical studies indicate that *Pokdarwis* performance is highly dependent on leadership quality, organizational clarity, and institutional capacity (Indrawan et al., 2024). Weak governance, limited funding, and insufficient managerial training often hinder their effectiveness, despite their strategic importance in CBT implementation (Abreu et al., 2024; Figueiredo et al., 2024).

East Lombok Regency represents an area with considerable tourism potential, encompassing coastal landscapes, cultural heritage, and historical values (Nadia et al., 2025). One prominent destination is Labuhan Haji Beach, which historically served as a departure port for pilgrims traveling to Mecca by sea (Sulistiyono et al., 2024). This historical significance, combined with coastal scenery, traditional fishing activities, and marine-based culinary diversity, provides strong potential for developing a community-based tourism destination that integrates recreational, educational, and cultural experiences. Local communities are actively involved in various tourism-related economic activities, including culinary stalls, gazebo rentals, parking services, and boat rentals, indicating that tourism has become an integral part of coastal livelihoods. However, the development of Labuhan Haji Beach also faces governance and sustainability challenges, such as limited infrastructure, inadequate waste management systems, uneven benefit distribution, weak institutional capacity, and underutilization of digital promotion. These conditions highlight the importance of systematically examining the role of local communities in destination management to identify both enabling and constraining factors in CBT implementation.

Based on this context, this study aims to analyze the role of local communities in managing Labuhan Haji Beach as a community-based tourism destination, while also identifying key challenges and strategies for strengthening community involvement. The study focuses on community contributions across operational, socio-cultural, environmental, economic, and institutional dimensions. By adopting a qualitative case study approach, this research seeks to provide an in-depth understanding of participation dynamics in coastal CBT settings. The findings are expected to contribute to the academic discourse on CBT, particularly in coastal areas with complex ecological and socio-economic characteristics, while also offering practical insights for policymakers and tourism stakeholders in strengthening sustainable, community-driven destination management.

## Research Method

This study applies a qualitative approach with a descriptive design to gain an in-depth understanding of the role of local communities in the management of community-based tourism destinations in Labuhan Haji Beach, East Lombok Regency. The qualitative approach was chosen

because it allows researchers to explore meanings, experiences, perceptions, and social dynamics that cannot be adequately represented through quantitative approaches. Petre & Costa (2024) explains that qualitative methods provide space for researchers to interpret social phenomena based on the perspective of participants, so that this approach is relevant to research objectives that focus on community involvement in the context of their daily lives. The descriptive approach is used to present a comprehensive picture of destination management practices, forms of community participation, and various challenges that arise in the implementation of community-based tourism. The research strategy applied is a case study, which according to Tong et al (2024) It is effectively used when researchers try to understand a phenomenon contextually and in-depth. Labuhan Haji Beach was chosen as the location of the case study because of its characteristics as a coastal area that has historical value, diverse tourism potential, and a relatively strong level of community involvement. In addition, this area represents typical problems of coastal areas in Indonesia, such as limited infrastructure, environmental vulnerability, and economic dependence on natural resources. Through the case study approach, research can focus the analysis on one specific location so that the social, economic, and institutional dynamics of society can be examined in detail.

The selection of informants was carried out by *purposive sampling technique*, which is the deliberate selection of respondents based on their level of relevance and involvement in the management of tourist destinations. The research informants included the management of the Labuhan Haji Pokdarwis, local business actors such as culinary traders and tourism facility service providers, fishermen involved in marine tourism activities, village government officials, and domestic tourists who visited Labuhan Haji Beach. This strategy aims to obtain data from various perspectives so that the understanding of destination management becomes more comprehensive. The selected informants are actors who have direct experience and contextual knowledge, so that the data produced is in-depth and relevant. Data collection was carried out through three main techniques, namely in-depth interviews, participatory observations, and documentation studies. In-depth interviews are conducted using semi-structured guidelines so that informants have the flexibility to express their experiences and views. Participatory observations were carried out directly in the Labuhan Haji Beach area to observe tourism activities, hygiene management practices, interaction between the community and tourists, Pokdarwis work patterns, and economic activities of the local community. The documentation study includes a review of Pokdarwis archives, village policies, tourist visit data, activity reports, and various other supporting documents. The use of a combination of these three techniques allows for data triangulation that strengthens the validity and accuracy of research findings.

Data analysis is carried out using *Reflexive Thematic Analysis (RTA)*, which is a cutting-edge development of thematic analysis introduced by Braun and Clarke in the 2019–2021 publication range. The RTA process includes several stages, namely the process of familiarization with data, initial code preparation, iterative theme development, theme review, theme definition and naming, and thematic narrative preparation. This analytical approach was chosen because it is in line with the research objectives that require a reflective interpretation of the experiences of local communities in the management of tourist destinations. The application of RTA in this study is strengthened by the thematic validity framework proposed by Nowell et al (2017), which emphasizes the importance of a systematic coding process, consistency between themes, presence *Audit trail* during analysis, as well as checking findings with original data. By integrating RTA principles and validity guidelines Nowell et al (2017), the data analysis process becomes more structured, transparent, and

scientifically accountable. The advantage of this approach lies in its ability to capture complex social dynamics, particularly in the context of community-based tourism involving diverse actors and interests.

The validity of the data is maintained through the application of source triangulation and triangulation methods. Source triangulation is carried out by comparing information obtained from various informants, such as local communities, Pokdarwis administrators, and village government officials, to ensure data consistency. The triangulation method is carried out by combining interviews, observations, and documentation so that the interpretation of findings does not rely on one data collection technique alone. In addition, the researcher applies the principle of reflexivity during the analysis process to minimize the potential for interpretive bias. Reflexivity is carried out by recording the researcher's assumptions, experiences, and possible biases in the research journal, in line with an analytical approach that emphasizes the researcher's critical awareness in the interpretation process (Braun & Clarke, 2012). The ethical aspect of research is the main concern in the implementation of this study. The researcher obtains consent from the informant before the interview is conducted, clearly explains the purpose of the research, and ensures the confidentiality of the informant's identity. The informant is given full freedom to stop the interview at any time without any element of coercion in the delivery of information. The implementation of proper ethical procedures is expected to produce more authentic data while building trust relationships with local communities. Overall, this methodological design was prepared to produce an in-depth and accurate picture of the role of the community in the management of Labuhan Haji Beach. Through a combination of case studies, qualitative data collection techniques, and RTA analysis, this research is expected to make a significant empirical contribution to the development of community-based tourism in Indonesia's coastal areas and become a strong foundation in the formulation of strategies to strengthen the role of the community.

## **Result and Discussion**

### **The Role of the Community in Destination Operational Management**

The results of the study show that the local community plays a significant role in the operational management of the Labuhan Haji Beach destination. This involvement is reflected in various daily activities that are directly related to the comfort and feasibility of the destination as a tourist destination. Activities carried out by the community include cleaning the beach area, providing basic tourism services for visitors, managing vehicle parking, and providing marine tourism services such as boat rentals. These activities are generally carried out collectively through a mutual cooperation mechanism involving local youth, tourism business actors, and members of Tourism Awareness Groups (Pokdarwis). Community participation in this operational management takes place informally and has not been fully regulated within a standard destination management framework. Nevertheless, the collective awareness to maintain the cleanliness and orderliness of the coastal area shows a strong sense of belonging to the destination. This sense of belonging is an important indicator in community-based tourism practices, as it shows that people do not view destinations solely as economic spaces, but also as part of their social and environmental identities. These findings are in line with the view Abreu et al (2024) which confirms that the active involvement of local communities is the main foundation for the success of community-based tourist destinations.

Furthermore, community involvement in operational aspects shows that local communities have the capacity to play an important role in maintaining the sustainability of destinations, especially in conditions when formal management systems have not been running optimally. Ruiz-Ballesteros & González-Portillo (2024) explains that community involvement in day-to-day management can shape community control over destinations, thereby preventing environmental degradation and degrading the quality of the tourist experience. In the context of Labuhan Haji Beach, cleanliness practices and tourism services carried out voluntarily reflect the functioning of the community's social capital, even though it has not been integrated into a structured destination governance system.

However, the dominance of community involvement at the operational level also indicates limited participation in the strategic domain. This pattern is found in coastal destinations in the Southeast Asian region, where communities play the role of implementers of daily activities, but are less involved in strategic planning and decision-making. Krishna Prasad Sapkota (2024) explained that this condition generally occurs when the institutional capacity of the community is still weak and has not been able to carry out managerial functions optimally. A similar situation is also seen at Labuhan Haji Beach, where there are no standard service standards or operational procedures (SOPs) that regulate the quality of tourism services. Tourism services in this area still rely heavily on the personal experience of each actor, not on the results of formal training or standardized operational guidelines. Tourists interviewed generally appreciated the friendliness and openness of the community, but also noted the variety in the quality of services received. These findings show that service standards are a crucial aspect that needs to be considered in an effort to increase the competitiveness of destinations. Without clear standards, it will be difficult to maintain service quality consistently, potentially affecting tourist satisfaction in the long run.

### **Environmental and Cultural Preservation as a Pillar of CBT Practice**

The results of the study also revealed that the people of Labuhan Haji Beach have a relatively good level of environmental awareness. Beach cleaning activities are carried out regularly, both through scheduled community service work and spontaneous initiatives when the beach area looks dirty due to tourist activities or natural factors. In addition, local fishermen still maintain traditional fishing practices, which are considered more environmentally friendly and able to maintain the balance of marine ecosystems. This ecological awareness shows that the community understands the close relationship between environmental sustainability and tourism sustainability. The findings are in line with Douros et al (2024) which explains that coastal communities generally have strong emotional, historical, and economic ties to the marine environment. The bond encourages the emergence of conservative behavior naturally, without having to be encouraged by formal regulation. At Labuhan Haji Beach, the sea and beaches are seen not only as an economic space, but also as a heritage that must be preserved for future generations. This perspective is an important capital in the development of community-based sustainable tourism.

On the cultural side, the community still maintains the historical narrative of Labuhan Haji Beach as a port of departure for pilgrims in the past. The narrative lives on in the collective memory of the community and is passed down through oral traditions between generations. In addition, some traditional coastal rituals are still carried out in the context of the social life of the community. Nevertheless, the preservation of this culture has not been strategically integrated into the products and tourist attractions. Culture is still positioned as part of people's daily lives, not as a tourism asset that is managed in a planned manner. Pramono & Juliana (2025) explained that many community-

based tourism destinations in Indonesia face similar challenges, where cultural knowledge tends to be inherent in the older generation, while the younger generation is more interested in practical tourism economic activities. This condition has the potential to cause a gap in the process of cultural inheritance. If not managed systematically, local cultural values risk being eroded by short-term economic orientation. In fact, the historical value of Labuhan Haji Beach has great potential to be developed into an interpretive tourist attraction. Krishna Prasad Sapkota (2024) emphasizing that the packaging of cultural narratives in the form of *Destination Storytelling* It is an effective strategy to strengthen local identity while improving the quality of the traveller experience. The absence of formal efforts in developing cultural attractions shows that there are gaps in destination planning that can be overcome through capacity building and collaboration with relevant parties, such as local governments, academics, and cultural communities.

### **Economic Contribution and Diversification of Community Livelihoods**

Economically, the results of the study show that tourism makes a significant contribution to increasing the income of the people of Labuhan Haji Beach. The economic impact is mainly felt through culinary trade activities, the provision of tourist boat services, the rental of mats and beach facilities, and the sale of local products. This increase in revenue is most noticeable on weekends and holiday seasons, when the number of tourist visits increases significantly. This study also found that there is a diversification of livelihoods, especially in fishermen groups who have begun to provide marine tourism services as an additional source of income. This diversification is an adaptive strategy in dealing with the uncertainty of marine catches influenced by weather and seasonal changes. These findings are in line with Mtapuri et al (2022) which states that community-based tourism is able to open up new economic opportunities while increasing household economic resilience.

Elgin & Elveren (2024) It also emphasized that coastal tourism can be a source of sustainable economy if managed in an inclusive manner and provides a fair participation space for local communities. In the context of Labuhan Haji Beach, tourism has served as a fairly important alternative source of income. However, these economic benefits have not been fully supported by systematic economic empowerment policies. The community still faces various structural obstacles, such as limited business capital, lack of access to formal financing, and uneven quality of tourism facilities. Most business actors still rely on personal funds to run and develop their businesses. This condition limits their capacity to innovate and improve the quality of tourism products. Pramono & Juliana (2025) emphasizing that the economic sustainability of community-based destinations requires structural interventions in the form of access to capital, entrepreneurship training, and adequate regulatory support. Without these interventions, the economic position of the community tends to be stagnant and subsistence.

### **Pokdarwis Institutions and Destination Governance Dynamics**

From the institutional aspect, the results of the study show that Pokdarwis plays a role as a local organization that coordinates various tourism activities, such as cleanliness management, acceptance of government visits, and community representation in formal events. However, the role of Pokdarwis is still faced with a number of limitations, including low managerial capacity, poorly organized administration, lack of training, and lack of sustainable funding sources. Relatively frequent changes in management cause work programs to not run consistently. In addition, coordination between Pokdarwis and the village government is not optimal because the authority to make strategic decisions is still dominated by the village government. This situation reflects the institution of CBT that has not developed maturely. Abreu et al (2024) emphasizes that the success of

CBT is largely determined by institutional capacity in decision-making, transparency, and accountability. The Labuhan Haji Beach Pokdarwis institution actually has strong social capital in the form of a high level of community participation. However, this social capital still needs structural strengthening so that institutions can carry out their functions effectively. Low institutional capacity limits the space for destination innovation, digital promotion development, and the formation of cross-sector partnerships. Krishna Prasad Sapkota (2024) emphasizing that modern destinations need institutions that are adaptive, inclusive, and have digital capabilities in order to be able to compete in an increasingly competitive tourism market.

#### Social Capital as the Foundation of Destination Sustainability

The findings of the study confirm that social capital, such as mutual cooperation, solidarity, a sense of belonging, and the emotional closeness of the community to the coastal area, are the main foundations of the sustainability of Labuhan Haji Beach. This social capital works naturally without being supported by written rules or formal policies. Hariyadi et al (2024) emphasized that social capital is an important asset in the development of community-based tourist destinations, especially in coastal areas. Labuhan Haji Beach shows that the existence of strong social capital is able to maintain the sustainability of the destination even though structural support is still limited. However, in order for CBT to develop optimally, social capital needs to be combined with strong managerial and institutional capacity. Krishna Prasad Sapkota (2024) states that successful CBT is always at the intersection between local culture, community capacity, and stable institutional systems.

#### Synthesis of Findings and Academic Implications

Overall, the integration of research results and discussions shows that the management of Labuhan Haji Beach has reflected the practice of CBT that grows naturally, although it is not yet fully structured. The community plays an active role in operational, environmental, and economic aspects, but strategic involvement is still limited. Pokdarwis have an important role, but it requires strengthening capacity, regulation, and funding. The potential of local culture has not been optimally utilized as a tourist attraction. From the academic side, this research enriches the literature on CBT in coastal areas by emphasizing the role of social capital as an initial driver of destination management. In addition, these findings confirm that institutional capacity and strategic community participation are key to the success of CBT in the modern era, especially in coastal destinations faced with ecological and economic vulnerabilities.

#### Conclusion

The results of the study indicate that the people of Labuhan Haji Beach occupy a very important position in maintaining the sustainability of tourist destinations through various forms of direct involvement. This involvement is reflected in the implementation of daily operational activities, ranging from maintaining the cleanliness of the beach area, providing basic services for tourists, to the management of tourism-based economic activities such as culinary businesses, mat rental, and the provision of marine tourism services. These practices show that community participation grows independently and is driven by strong local initiatives, although not yet fully supported by a well-organized destination management system. In addition, the community also shows concern for environmental and cultural aspects through the application of relatively environmentally friendly practices and efforts to maintain local traditions related to the history of the coastal area. Overall, these empirical findings show that the basic principles of *community-based tourism* (CBT) have been applied, where the value of mutual cooperation, a sense of belonging to the

destination, and social capital play a role as the main force in maintaining the sustainability of the destination's function. However, this study also identified a gap between the high enthusiasm for community participation and the institutional support available, which is characterized by limited capacity of Pokdarwis, the absence of clear operational standards, and the lack of formal training to improve destination management capabilities.

On the other hand, the potential for CBT development in Labuhan Haji Beach is relatively large, but its realization is still hampered by weak institutional capacity and limited structural support from the village government and external stakeholders. The community has shown the ability to carry out the operational role of the destination, but has not obtained adequate space to participate in strategic decision-making related to the direction of tourism development. This condition has an impact on inconsistency in service quality, non-optimal facility management, and the lack of development of cultural-based tourist attractions that actually have high attraction potential. From the economic side, tourism has made a significant contribution as an alternative source of income for the community, but limited capital and lack of access to financing are still the main obstacles in the development of local tourism businesses. Therefore, this study emphasizes that the sustainability of Labuhan Haji Beach as a community-based coastal tourism destination is highly dependent on efforts to strengthen the capacity of Pokdarwis, formulate clearer destination governance regulations, improve the quality of tourism services, develop local culture-based attractions, and expand access to capital for business actors. If all of these aspects are developed in an integrated manner, Labuhan Haji Beach has a great opportunity to grow as a competitive, inclusive, and sustainable coastal tourism destination.

### **Recommendation**

1. Strengthening the institutional capacity of Pokdarwis. Pokdarwis need to receive training in destination management, organizational management, tourism services, community financial management, and digital marketing. The training should ideally be carried out in a structured manner in collaboration with the Tourism Office, village governments, universities, and tourism industry players. This capacity building is important so that Pokdarwis can carry out their coordinating and strategic roles more effectively, not only in charge of operational activities such as beach cleanliness.
2. The need for the preparation of village regulations or regulations that provide a clear legal basis and mandate for Pokdarwis in managing destinations. This regulation is expected to regulate the role, authority, decision-making patterns, funding sources, and accountability mechanisms of Pokdarwis as destination managers. Clarity of regulations will strengthen the position of Pokdarwis in collaborating with other stakeholders, as well as being the basis for the formation of more stable and targeted destination governance.
3. Improving the quality of tourism services through hospitality training, minimum service standards, and arrangement of community business areas. The development of service standards is needed so that the quality of services received by tourists is more uniform and professional. This is important to increase tourist satisfaction and strengthen the reputation of the destination. Business actors also need to be supported in improving the quality of physical facilities such as stalls, gazebos, cleaning facilities, and other supporting facilities that provide comfort to visitors.
4. Develop local culture-based tourist attractions. The historical potential of Labuhan Haji Beach as a departure route for pilgrims can be packaged as part of destination storytelling, such as

educational tours, historical interpretation centers, cultural performances, or information installations in tourist areas. The development of cultural attractions will provide a strong differentiation from other beach destinations in Lombok, as well as help revive historical narratives that have social value for the community. The younger generation needs to be involved in translating these cultural narratives into digital media and interpretive activities so that cultural preservation remains sustainable.

5. Strengthening the community's economy. Village governments and microfinance institutions can collaborate to provide business credit programs with affordable financing schemes specifically for tourism business actors. Access to business capital will help the community improve the quality of facilities, expand businesses, and create tourism product innovations. In addition, entrepreneurship training is needed to improve the community's ability to manage businesses and manage economic risks related to fluctuations in tourist visits.
6. The need to prepare a long-term destination management plan. This plan can include coastal environmental management, spatial planning of coastal areas, development of tourist attractions, institutional strengthening, digital-based marketing strategies, and environmental risk mitigation. This long-term planning document needs to be prepared through the participation of the community, business actors, *Pokdarwis*, village governments, and tourism offices so that destination management is in line with the needs of the community and the physical condition of the coastal area.
7. Strengthening environmental conservation practices. Environmental education programs need to be improved through regular campaigns on plastic waste reduction, community-based waste management, and coastal ecosystem management training. The involvement of schools, youth organizations, and environmental organizations can help expand the participation of the younger generation in maintaining coastal ecosystems.
8. Explore community empowerment models based on multi-stakeholder collaboration, or conduct comparisons between coastal destinations to gain a broader understanding of the factors influencing the success of CBT in Indonesia's coastal regions. Comparative or longitudinal approaches can make a more in-depth academic contribution to developing CBT theory and destination management in the future.

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