ABSTRACT

COMMUNITY-BASED TOURISM (CBT) STRATEGY IN THE DEVELOPMENT OF* SUNGAI SEMBRA *TOURISM AREA OF* SORONG SELATAN *REGENCY

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This study discusses the implementation of the Community-Based Tourism (CBT) Strategy in the development of Sungai Sembra *Tourism. CBT is a strategy that has been implemented in the development of the* Sungai Sembra *Tourism Area of* Sorong Selatan *Regency. This study aims to analyze the implementation of CBT in the context of sustainable tourism development at the local level.*

This study applied a descriptive research method with qualitative data analysis that aimed to describe or explain a phenomenon, indication, or event as it is. Then, the collected data were analyzed in a narrative form or elaborated descriptively. The informants of this study consisted of 7 informants. The data obtained through observations, interviews, and documentation were arranged systematically through data reduction or recording to be presented (data display) and conclusion drawing.

The results of this study show that: 1) community participation has been involved starting from the planning process, decision-making, to implementation, 2) economic benefits where business actors earn income from tourist cottages, opening food and beverage businesses, 3) cultural preservation, namely the construction of special galleries for Koba-Koba *and* Noken *as well as some residents' houses, 4) continuous development of capacity building of local human resources, especially through targeted and continuous education and training. However, the development of this region still faces challenges, such as the capacity of human resources that is not optimal and the lack of tourism promotion. In conclusion, the development of the Sungai Sembra tourist area would be more effective and sustainable if carried out with a Community-Based Tourism strategy, where local communities are not only objects but also subjects in the tourism development process.*

Keywords: Strategy, Sungai Sembra*, Implementation, Qualitative Descriptive, Local communities.*

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