



INTEGRATING THE ASSET-BASED COMMUNITY DEVELOPMENT FRAMEWORK AND MARKET ANALYSIS IN STRENGTHENING SUSTAINABLE TOURISM: A CASE OF PENTINGSARI VILLAGE

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ABSTRACT

Community-Based Tourism (CBT) has become an effective tool for rural development in Indonesia, enabling local communities to leverage their assets for economic, social, and environmental sustainability. This study examines Pentingsari Tourism Village, established in 2008 in Yogyakarta, through the combined lenses of the Asset-Based Community Development (ABCD) framework and market analysis. Using a qualitative case study approach, data were collected through focus group discussions, presentation from tourism leader, field observations, and secondary sources. The findings show that Pentingsari has successfully mobilized its assets, 137 households, cultural traditions, agricultural landscapes, and strong social cohesion, into a vibrant tourism model. In 2023, Pentingsari generated IDR 3.3 billion in revenue, with 92% distributed to the community and 8% to the village fund, illustrating equitable economic benefits. Market analysis highlights family-based recreation, educational tourism, and eco-cultural immersion as key visitor segments. Sustainability practices include gender equality in governance, involvement of marginalized groups (elderly, disabled, and minorities), and environmental stewardship through waste segregation, recycling, and biogas production. International recognition, such as the UNWTO Award (2011) and the ASEAN Tourism Award for CBT (2023), confirms Pentingsari's status as a leading model of CBT. The study concludes that integrating ABCD and market analysis strengthens sustainable tourism by aligning community assets with market opportunities, offering both theoretical insights and practical strategies for rural tourism development.

Keywords: Asset-Based Community Development, Market Analysis, Sustainable Tourism, Community-Based Tourism, Pentingsari Village.

1. Introduction

Tourism has become one of the fastest-growing sectors globally, contributing significantly to local economies, job creation, and cultural preservation (UNWTO, 2021). However, the rapid growth of tourism also poses challenges to sustainability, particularly in rural areas where communities may lack the resources and strategies to manage tourism effectively. In response, Community-Based Tourism (CBT) has emerged as a people-centered development approach, emphasizing local participation, empowerment, and sustainable resource management (Hamzah & Khalifah, 2015; Manyara & Jones, 2007).

In Indonesia, the village tourism movement (*desa wisata*) has been actively promoted by the government as a strategy to diversify rural economies, conserve cultural heritage, and strengthen community resilience (Ministry of Tourism and Creative Economy, 2020). Among the many examples, Pentingsari Village in Yogyakarta stands out as a pioneering model of CBT. Established in the early 2000s, Pentingsari has successfully attracted domestic and international tourists through immersive rural experiences, including farming activities, cultural performances, and homestays.

Despite its achievements, sustaining tourism growth in Pentingsari faces challenges, such as increasing competition from other tourism villages, changing tourist preferences, and the need to balance economic benefits with cultural and environmental preservation. This raises an important question: How can

Pentingsari strengthen its CBT practices to ensure long-term sustainability while adapting to dynamic market trends?

This study argues that the Asset-Based Community Development (ABCD) approach, when integrated with market analysis, offers a comprehensive framework to address this challenge. ABCD focuses on identifying and mobilizing existing community assets, such as human, social, cultural, natural, and economic resources, rather than emphasizing deficiencies (Kretzmann & McKnight, 1993). Meanwhile, market analysis provides insights into tourism demand, target segments, and competitive positioning (Kotler et al., 2017). By combining these two perspectives, communities can align their strengths with market opportunities, creating a sustainable tourism model that benefits both residents and visitors.

The purpose of this paper is threefold:

1. To identify the key assets of Pentingsari Village using the ABCD framework.
2. To analyze tourism market opportunities relevant to Penting Sari.
3. To explore how the integration of ABCD and market analysis can strengthen sustainable tourism practices.

This research contributes to both theory and practice. Theoretically, it advances the discourse on sustainable tourism by bridging community development and market-oriented approaches. Practically, it provides actionable strategies for Penting Sari and similar rural tourism destinations to enhance sustainability, inclusivity, and competitiveness..

2. Literature Review

2.1. Asset-Based Community Development (ABCD)

The ABCD approach, introduced by Kretzmann and McKnight (1993), emphasizes building on community strengths rather than focusing on needs or deficiencies. This framework identifies five key categories of assets:

- a. Human assets: skills, knowledge, and leadership of individuals.
- b. Social assets: networks, organizations, and collective action within the community.
- c. Cultural assets: traditions, values, and heritage that provide identity.
- d. Natural assets: environmental resources such as landscapes, biodiversity, and land use.
- e. Economic assets: income-generating activities, infrastructure, and enterprises.

In the context of tourism, ABCD has been applied to identify local capacities that can be mobilized to create authentic and sustainable visitor experiences (Mathie & Cunningham, 2003; Sotiriadou et al., 2014). By focusing on what communities already possess, ABCD empowers residents to take ownership of tourism development and reduces dependency on external interventions.

2.2. Market Analysis in Tourism Development

Market analysis is a strategic tool for understanding consumer behavior, demand trends, and competitive positioning (Kotler et al., 2017). In tourism, market analysis typically involves segmenting visitors by demographics, psychographics, and travel motivations (Middleton & Clarke, 2001). For rural tourism, common market segments include eco-tourists, educational groups, cultural heritage tourists, and domestic family travelers (Novelli & Gebhardt, 2007).

By conducting market analysis, communities and tourism managers can design tourism products that match visitor expectations while maximizing local benefits. For example, identifying a growing demand for eco-cultural tourism can encourage destinations to integrate environmental conservation with cultural heritage interpretation (Garrod, 2003). Thus, market analysis provides the external lens that complements the internal strengths identified through ABCD.

2.3. Sustainable Tourism and Community-Based Tourism (CBT)

Sustainable tourism is defined as tourism that meets the needs of present visitors and host communities while protecting resources for future generations (UNWTO, 2005). Its core principles include economic viability, social equity, and environmental integrity. CBT aligns closely with sustainable tourism by

ensuring that local communities are directly involved in planning, decision-making, and benefit sharing (Goodwin & Santilli, 2009).

Previous studies have demonstrated the potential of CBT in empowering rural communities. For instance, Manyara and Jones (2007) found that CBT initiatives in Kenya enhanced local livelihoods while conserving biodiversity. Similarly, research in Southeast Asia shows that tourism villages can successfully combine community empowerment with heritage conservation when supported by participatory governance.

2.4. Integrating ABCD and Market Analysis for Sustainable Tourism

While ABCD and market analysis are valuable frameworks on their own, their integration offers a more holistic approach. ABCD highlights what communities have, while market analysis identifies what the market demands. Aligning these perspectives ensures that tourism development leverages authentic local assets while remaining competitive in the tourism industry (Mathie & Cunningham, 2003; Kotler et al., 2017).

Few studies have explicitly explored this integration, which represents a research gap. By focusing on Pentingsari Village, this study contributes new insights into how rural communities can mobilize assets and align them with market opportunities to achieve sustainable tourism outcomes.

3. Research Methods

3.1. Research Design

This study employs a **qualitative case study approach** (Yin, 2018), focusing on Penteng Sari Tourism Village in Yogyakarta, Indonesia. The case study method was chosen to enable an in-depth understanding of community assets, market dynamics, and sustainability practices in a real-life tourism village setting.

3.2. Data Collection

Data were collected through multiple techniques to ensure depth and validity:

- a. **Field Visit and Participant Observation:** The researcher conducted a field visit to Pentingsari Village, where several community-based tourism activities were observed, including homestay operations, agricultural demonstrations, and cultural performances. Notes and photographs were taken to capture practices and interactions.
- b. **Key Informant Presentation and Discussion:** a village leader, providing detailed information about Pentingsari's history, organizational structure, sustainability practices, and achievements, delivered a presentation. The session included opportunities for clarification and informal discussion, which offered valuable contextual insights.
- c. **Secondary Sources:** The researcher analyzed supporting documents, including the official presentation slides provided by the village leader, award recognitions (UNWTO, ISTA, ASEAN), and promotional materials from the tourism board.

3.3. Data Analysis

Data were analyzed using thematic analysis (Braun & Clarke, 2006). Observation notes, presentation content, and secondary documents were coded and categorized into themes aligned with the ABCD framework, market analysis, and sustainable tourism dimensions. Triangulation of observation, leader input, and documents was applied to strengthen credibility (Denzin, 1978).

3.4. Trustworthiness and Ethics

Credibility was ensured through data triangulation and researcher reflexivity. Ethical considerations included obtaining permission to use the presentation materials and ensuring that community voices were represented accurately and respectfully.

4. Research Findings and Discussion

4.1. Community Assets (ABCD Framework)

a. Human Assets

Penting Sari Village, home to 137 households, demonstrates strong human resource capacity in CBT management. Residents are actively engaged as homestay operators, guides, artisans, security personnel, and small-scale entrepreneurs. The village's leadership structure enables inclusive participation, with opportunities for women, youth, and minorities to take active roles. Training workshops provided by government and academic partners further enhance skills in hospitality and tourism management.

b. Social Assets

The tourism management board (Pokdarwis) provides a structured framework for decision-making and coordination. Community values of gotong royong (mutual cooperation) strengthen collective action, particularly in hosting tourists and maintaining the village environment. Notably, Penting Sari has received international recognition, including the UNWTO Award (2011), the Indonesia Sustainable Tourism Award (2017), and the ASEAN Tourism Award for CBT (2023), underscoring the strength of its social and institutional capital.



Figure 1.

Source: Pentingsari Secondary Data 2023

c. Cultural Assets

The village preserves and showcases Javanese traditions through gamelan, dance, culinary experiences, and agricultural rituals. These practices are not staged solely for tourism but remain embedded in local community life, reinforcing authenticity and identity. Cultural continuity is maintained through intergenerational involvement, with youth learning from elders while also contributing innovations such as digital promotion.

d. Natural Assets

Pentingsari's rural landscape, rice fields, bamboo forests, and the backdrop of Mount Merapi, serves as a foundation for agro-tourism and eco-tourism. Visitors participate in rice planting, bamboo crafts, and nature-based learning. Environmental stewardship is evident through biogas production from animal waste, segregation of organic and inorganic waste, and recycling initiatives, which not only reduce ecological impact but also demonstrate environmental awareness.

e. Economic Assets

In 2023, Penting Sari generated a turnover of IDR 3.3 billion, of which 92% benefited community members directly and 8% was allocated to village funds. This equitable distribution model illustrates how CBT can generate significant income while ensuring shared benefits. The presence of SMEs, such as food stalls and handicraft producers, adds value chains to the local economy.

4.2. *Market Analysis*

Penting Sari attracts diverse visitor segments. Domestic families represent the largest market, seeking affordable and authentic rural recreation. Educational groups, including schools and universities, visit for hands-on learning in agriculture and culture. International tourists are drawn to eco-cultural immersion, motivated by sustainability and authenticity.

Pentingsari’s competitive positioning is reinforced by its status as a pioneering CBT model in Indonesia, supported by multiple awards and partnerships with stakeholders (government, private sector, academia). However, challenges include the need to adopt digital marketing more widely, meet changing visitor expectations, and remain competitive with other tourism villages in Yogyakarta.

4.3. *Sustainability Dimensions*

a. **Economic Sustainability:** With IDR 3.3 billion in annual revenue, Pentingsari demonstrates strong economic viability. Income diversification across homestays, guiding services, and SMEs ensures resilience.



Figure 2

Source: Pentingsari Secondary Data 2023

b. **Social Sustainability:** The village fosters inclusivity, with women, people with disabilities, and the elderly actively involved in tourism. This reflects an advanced model of community participation in tourism governance.



Figure 3

Source: Pentingsari Secondary Data 2023

- c. Cultural Sustainability: Tourism reinforces traditional practices rather than replacing them, ensuring cultural preservation.
- d. Environmental Sustainability: Waste segregation, plastic recycling, and the use of biogas highlight environmental responsibility, aligning with ASEAN standards for sustainable tourism.



Figure 4

Source: Pentingsari Secondary Data 2023

5. Discussion

The findings from Pentingsari underscore the value of integrating ABCD with market analysis for sustainable tourism. First, the identification of community assets validates the ABCD principle that sustainable development begins with mobilizing what communities already possess (Kretzmann & McKnight, 1993). Pentingsari's cultural, natural, and human resources have been strategically utilized to create tourism products that are both authentic and marketable.

Second, market analysis highlights the importance of aligning local assets with visitor demand. Educational tourism and family recreation represent stable domestic markets, while eco-cultural immersion appeals to international tourists. This confirms Kotler et al.'s (2017) emphasis on market segmentation and product positioning as key for competitiveness in tourism.

Third, Pentingsari's sustainability practices reflect a balanced approach across economic, social, cultural, and environmental dimensions. The equitable distribution of revenue (92% to households) ensures local empowerment, while inclusion of women, elderly, and disabled groups demonstrates social justice in practice. This aligns with Goodwin and Santilli's (2009) argument that CBT is most effective when it empowers marginalized groups.

Fourth, challenges remain in human resource development, technological innovation, and destination growth. To address these, Pentingsari must invest in continuous capacity building, digital marketing, and sustainable visitor management. Butler's (1999) tourism area lifecycle model suggests that without innovation, destinations risk stagnation. Thus, integrating innovation with asset mobilization is essential for Pentingsari's long-term resilience.

In summary, Pentingsari illustrates how ABCD and market analysis can be jointly applied to strengthen CBT sustainability. The village's recognition by UNWTO and ASEAN bodies demonstrates global acknowledgment of this integrated approach. However, sustaining success will require proactive responses to evolving challenges, ensuring that Pentingsari remains both authentic and adaptive in the dynamic tourism landscape.

6. Conclusion and Recommendations

6.1. Conclusion

This study demonstrates that Pentingsari Tourism Village has successfully integrated the ABCD framework with market analysis to strengthen sustainable tourism. The village's strong foundation in community assets, human resources, social cohesion, cultural heritage, and natural landscapes, has enabled it to develop authentic and competitive tourism products. Economic sustainability is evident in the IDR 3.3 billion annual revenue, with equitable distribution benefitting the majority of households.

Social sustainability is reflected in inclusive governance, where women, elderly, minorities, and people with disabilities participate actively. Cultural sustainability is achieved through the preservation and revitalization of Javanese traditions, while waste segregation, recycling, and household biogas initiatives support environmental sustainability.

The village's multiple awards, including recognition from UNWTO, ISTA, and ASEAN, validate its role as an international model for CBT. However, challenges remain in human resource development, technological innovation, and destination growth. Addressing these challenges requires continuous training, stronger digital marketing, and sustainable visitor management.

Theoretically, this study advances the literature by showing how ABCD (internal strengths) and market analysis (external opportunities) can be integrated to achieve a holistic model of CBT sustainability. Practically, it offers strategies for other rural destinations to replicate Pentingsari's success while adapting to their local contexts.

6.2. Recommendations

- a. Capacity Building: Expand training in hospitality, digital literacy, and eco-tourism management for residents.
- b. Youth Engagement: Empower youth (karang taruna) to lead in social media promotion and innovation.
- c. Inclusive Governance: Maintain and strengthen gender equality and inclusion of marginalized groups.
- d. Environmental Stewardship: Scale up eco-programs such as recycling workshops and biogas use to enhance sustainability branding.
- e. Strategic Partnerships: Deepen collaboration with government, universities, NGOs, and tour operators for market access and knowledge exchange.
- f. Digital Marketing Expansion: Leverage social media and virtual tourism platforms to increase visibility in domestic and international markets.

By implementing these strategies, Penteng Sari can sustain its reputation as a pioneer of sustainable community-based tourism in Indonesia, balancing economic growth with cultural and ecological integrity.

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