

**PENGEMBANGAN WISATA DENGAN KONSEP  
*COMMUNITY BASED TOURISM* (CBT) DI KENDHI PITOE  
PARK, DESA SELOTAPAK, KECAMATAN TRAWAS,  
MOJOKERTO**

Variati

Manajemen Layanan dan Pariwisata

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**ABSTRAK**

Pada tahun 2022 setelah pandemi mulai mereda, banyak wisatawan yang mulai berwisata lagi. Banyaknya wisatawan yang kembali melakukan perjalanan, dapat membuka kesempatan bagi masyarakat desa yang daerahnya berpotensi menjadi tempat wisata. Desa yang memiliki daya tarik wisata memungkinkan desa tersebut berubah menjadi sebuah desa wisata. Apabila desa wisata berhasil dikembangkan dengan baik, maka perekonomian masyarakat tersebut dapat terpengaruh juga. Untuk itu, objek wisata pada desa itu dapat dikembangkan menjadi *Community Based Tourism* (CBT). Salah satu desa wisata yang masuk dalam program pengembangan wisata yang bekerjasama dengan Universitas Surabaya adalah Desa Selotapak. Pengembangan tersebut kemudian di fokuskan pada salah satu destinasi wisata di Desa Selotapak, yaitu Kendhi Pitoe Park. Oleh karena itu, tim MBKM KKNT UBAYA membantu Kendhi Pitoe Park untuk mengembangkan pariwisata dengan konsep *Community Based Tourism* (CBT), lewat identifikasi *tools community development*, faktor-faktor penentu keberhasilan penerapan CBT, dan prinsip-prinsip *sustainable tourism development*. Selain itu, ada juga rekomendasi-rekomendasi atraksi wisata yang dapat dikembangkan oleh Kendhi Pitoe Park.

Kata kunci: *Tools Community Development, Sustainable Tourism Development, Community Based Tourism*

***TOURISM DEVELOPMENT WITH THE CONCEPT OF  
COMMUNITY BASED TOURISM (CBT) IN KENDHI PITOE  
PARK, SELOTAPAK VILLAGE, TRAWAS DISTRICT,  
MOJOKERTO***

Variati

*Hospitality Management*

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***ABSTRACT***

*In 2022 after the pandemic began to subside, many more tourists began to travel. The multitudes of tourists returning to the countryside can afford an opportunity for village communities with potential tourist attractions. A village with a tourist attraction allows it to transform into a tourist village. If the tourist village is well developed, the economy can be affected as well. To that end, tourist attractions in the village can be developed as Community Based Tourism (CBT). One of the tourist villages assigned to the tourist development program in cooperation with the University of Surabaya is Selotapak Village. The development was later focused on one of the tourist destinations in the Selotapak Village which is Kendhi Pitoe Park. Therefore, the UBAYA MBKM team of KBNT helps Kendhi Pitoe Park to develop tourism with the concept of Community Based Tourism (CBT), through the identification of tools community development, the determinants of successful implementation of CBT, and the principles of sustainable tourism development. In addition, there are also recommendations of tourist attractions that can be developed by Kendhi Pitoe Park.*

*Key words: Tools Community Development, Sustainable Tourism Development, Community Based Tourism*