

Empowering the Creative Economy Through CBSE: Ecotourism and Revitalizing Local Village Wisdom

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Abstract. *Sungai Deras Village has untapped ecotourism and local wisdom potential. This community service program aims to empower the creative economy through a Community-Based Social Enterprise approach, focusing on developing community-based ecotourism and revitalizing local wisdom. The community service partners are the Sungai Deras Village Tourism Awareness Group and Family Welfare Movement (PKK), which face challenges in management capacity, product innovation, supporting infrastructure, marketing, local wisdom integration, and sustainable business models. The implementation method uses a participatory approach with stages of outreach, training, mentoring, program implementation, and evaluation. Activities include strengthening human resource capacity, developing innovative tourism products, improving infrastructure, digital marketing training, standardizing local wisdom products, and developing a social enterprise business model. The results of the community service program demonstrate increased partner capacity in ecotourism management and developing local wisdom products, creating synergy between the tourism and creative economy sectors, and establishing a sustainable business model that integrates economic, social, and environmental aspects. This program has successfully increased community income, strengthened local cultural identity, and encouraged environmental conservation. The empowerment model developed can be a reference for implementing Community Based Social Enterprise for villages with similar characteristics in optimizing ecotourism potential and local wisdom.*

Keywords: *Ecotourism; Local Wisdom; Economic Empowerment; Community Service*

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INTRODUCTION

Sustainable economic development at the village level requires an innovative approach that integrates local potential with sustainability principles (del et al., 2021; Adamowicz & Zwolińska-Ligaj, 2020; Hariram et al., 2023; Mubarok & Kurnia, 2025). Community-Based Social Enterprise (CBSE) is a strategic approach that combines social missions with business activities to create sustainable value for the community (Wallace, 2005). This approach emphasizes active community participation in identifying and addressing economic challenges through the utilization of locally available assets (Kramer et al., 2012; Kammer-Kerwick et al., 2022; Emmett, 2000).

The ecotourism sector has proven to be an effective instrument for empowering rural communities economically (Kumar & Singh, 2023; Mendoza-Ramos & Prideaux, 2018; Coria & Calfucura, 2012). Community-based ecotourism not only provides positive economic impacts but also encourages environmental conservation and strengthens cultural identity (Baloch et al.,

2023). Integrating ecotourism with a creative economy based on local wisdom can create sustainable added value for the community.

Local wisdom, as a cultural heritage, holds economic potential that can be developed into high-value creative products (Hendriyana et al., 2025; Mahrinasari et al., 2024). Revitalizing local wisdom through the CBSE approach enables communities to develop a productive economy while preserving cultural identity (Hertel et al., 2019). This aligns with the sustainable development paradigm that integrates economic, social, and environmental dimensions.

Sungai Deras Village has strategic potential for ecotourism development, supported by its rich local wisdom. However, this potential has not been fully utilized due to various obstacles faced by local stakeholders. The Tourism Awareness Group (Pokdarwis), as the ecotourism manager, faces limitations in various aspects of tourism destination management. Key issues include limited capacity for professional ecotourism management, a lack of unique tourism product innovation, inadequate supporting infrastructure, ineffective promotion and marketing, weak integration of local wisdom into tourism products, and the absence of a clear and sustainable business model (Kusumastuti et al., 2024; Gössling, 2003; Batubara et al., 2024; Zhao & Ritchie, 2007).

The Family Welfare Empowerment Group (PKK), as an organization managing creative economy activities, also faces significant challenges. These challenges include limited capacity to develop products based on local wisdom, challenges with product quality standardization, unattractive packaging, limited market access, capital constraints, lack of systematic documentation and preservation of local wisdom, and minimal collaboration with the tourism sector (Sitorus et al., 2024; Rosari et al., 2024; Yuanita et al., 2025).

The complexity of the problems faced by both partners requires a holistic approach that integrates all aspects of creative economy empowerment (Rusnarasyid et al., 2026; Surti et al., 2024; Comunian, 2011). This community service program is designed to address these issues through the implementation of a CBSE approach that facilitates multi-stakeholder collaboration, optimizes community assets, and creates sustainable value for all community members (Ismail et al., 2025; Deshpande et al., 2020; ElAlfy et al., 2020).

The general objective of this community service program is to empower the creative economy of Sungai Deras Village through the CBSE approach by integrating community-based ecotourism development and local wisdom revitalization (Hazran et al., 2024; Iqbal & Nurhidayah, 2024). Specifically, this program aims to increase the capacity of ecotourism management by Pokdarwis, develop innovative tourism products based on local wisdom, increase the effectiveness of promotion and marketing, integrate local wisdom in tourism products, build a sustainable business model, increase the capacity of the Family Welfare Movement (PKK) in developing local wisdom products, standardize and improve product quality, develop attractive product packaging, expand market access, conduct systematic documentation of local wisdom, and build effective collaboration between Pokdarwis and PKK.

METHODS

This community service program was implemented using a participatory approach. Participatory approaches involve the community as active participants in all stages of the activity (Orlowski, 2019). This method was chosen because it aligns with the CBSE philosophy, which emphasizes community participation and empowerment in the sustainable development process. This community service activity was implemented in Sungai Deras Village, focusing on the Tourism Awareness Group (Partner 1) and the Family Welfare Movement (PKK) of Sungai Deras Village (Partner 2). The program lasted two months, from September 22 to November 21, 2025, encompassing preparation, activity implementation, and program evaluation. The program targets included 15 administrators and members of the Tourism Awareness Group in Sungai Deras Village, 20 administrators and members of the PKK in Sungai Deras Village, 8 village officials and community leaders as supporting stakeholders, and 25 members of the general

public involved in ecotourism and creative economy support activities. The program was implemented through five main stages, with specific activities for each partner:

Stage 1: Community asset outreach and mapping. This activity was conducted to build partners' understanding and commitment to the program. Socialization or outreach is a crucial stage in community service to increase public understanding and awareness (Tjiptady et al., 2021). Community asset mapping was conducted in a participatory manner to identify ecotourism potential, local wisdom, and available resources. Activities included Focus Group Discussions (FGDs) with both partners, a tourism potential survey with the Tourism Awareness Group, an inventory of local wisdom with the Family Welfare Movement (PKK), and mapping of supporting stakeholders.

Phase 2: Capacity building and documentation of local wisdom. For Partner 1 (the Tourism Awareness Group), ecotourism management and social entrepreneurship training was conducted, covering the principles of sustainable destination management, customer service excellence, and developing an entrepreneurial mindset. According to Lestari et al. (2024), training in community service activities requires systematic stages. One such workshop was a community leadership capacity development workshop held to strengthen members' managerial skills in leading change at the grassroots level (Martiskainen, 2017; Kirk & Shutte, 2004; Sharpe et al., 2015; Supriadi et al., 2025; Dushkova & Ivlieva, 2024). For Partner 2 (Sungai Deras Family Welfare Movement), activities focused on documenting and revitalizing local wisdom through a participatory process involving traditional elders and cultural practitioners. Furthermore, training was provided on packaging cultural values into creative economy products to increase the added value of traditional products while maintaining cultural authenticity (Wahyuni, 2025; Hoaihongthong & Tuamsuk, 2024; Kalfas et al., 2024).

Phase 3: Product Development and Digital Marketing: Partner 1 received development of a CBSE business model that integrates social, economic, and environmental aspects within a democratic and transparent organizational structure. The program also included training in environmental and biodiversity conservation to ensure ecosystem sustainability as the foundation of sustainable ecotourism. Partner 2 received intensive mentoring in creating creative economy products based on local wisdom, from standardizing traditional recipes to innovating new products rooted in local cultural values. Digital marketing and destination branding workshops were also held to build the PKK's capacity to promote products through digital platforms and create a strong brand identity.

Phase 4: Strengthening Governance and Cultural Festivals: For Partner 1, a series of governance strengthening activities were conducted, including mentoring in revitalizing village business management, training in financial management and transparency, and a workshop on developing village regulations supporting ecotourism. Furthermore, a partnership network was developed with various stakeholders to expand networks and market access. Partner 2 held a local cultural and culinary festival as a promotional medium and a platform to appreciate the revitalized local wisdom. This festival served as a crucial opportunity to introduce creative economy products to the wider community and build pride in the village's cultural identity.

Stage 5: Consolidation and Evaluation. Evaluation is a crucial stage in assessing the success of community service activities (Syamsuri et al., 2023). The two partners jointly conducted training on waste and tourism waste management to ensure environmental sustainability in ecotourism development. A comprehensive evaluation was conducted to measure the achievement of objectives, the resulting impact, and develop a strategy for future program sustainability.

Each stage of the program uses a combination of the following methods: (1) Training and workshops for knowledge and skill transfer; (2) Intensive mentoring to ensure proper implementation; (3) Direct practice (learning by doing) to accelerate the learning process; (4) Focus group discussions to facilitate participatory discussions and decision-making; (5)

Demonstrations and simulations to enhance conceptual understanding; (6) Mentoring and coaching for local leadership development.

RESULTS AND DISCUSSION

Initial Partner Conditions and Identified Potential

Initial observations and interviews indicate that Sungai Deras Village has significant potential as a community-based ecotourism destination (Hitchner et al., 2009; Iswandono & AMZU, 2017). The village area remains well-preserved, boasting attractive natural landscapes, a waterfall in Gunung Ambawang Hamlet, a diverse range of unique flora and fauna, and vibrant local culture and traditions.



Figure 1. Condition of the Sungai Deras Tourist Attraction

This potential has not previously been optimally managed due to limited human resource capacity, institutional management, and access to the tourism market. The Tourism Awareness Group (Pokdarwis), established in 2021, has only 15 members and operates informally. Meanwhile, the Family Welfare Movement (PKK) of Sungai Deras Village has long developed traditional crafts and culinary arts, but lacks product quality standards and a focused marketing strategy. Participatory mapping results indicate that these two groups have a strategic role in developing a local ecotourism-based economy if synergistically collaborated.

Program Implementation for the Tourism Awareness Group

Capacity-building activities began with training in ecotourism management and social entrepreneurship (Manyara & Jones, 2007). Over three days of training, participants learned about the concept of sustainable tourism, community-based destination management strategies, and local natural and cultural interpretation techniques. The training took place interactively in the village office hall, featuring speakers from academics and local tourism practitioners. Participants not only gained theoretical knowledge but also participated in tour guide simulations and the development of environmentally-based thematic tour packages.

The activity continued with a community leadership capacity-building workshop, which successfully fostered a spirit of participatory and collective leadership. Through group discussions and role-playing exercises, participants learned how to make decisions through deliberation, build consensus, and manage internal conflict. Consequently, young figures have emerged who are now trusted as coordinators for promotion, conservation, and tourism services.



Figure 2. Workshop Training and Mentoring Activities

The Community-Based Social Enterprise (CBSE) business model development program was a key milestone in the transformation of the Tourism Awareness Group (Pokdarwis). This model emphasizes a balance between economic, social, and environmental values (the triple bottom line). The organizational structure was strengthened by a transparent financial system and a profit-sharing mechanism for the development of village facilities, such as hiking trails and tourist gazebos. Furthermore, environmental conservation and biodiversity training activities strengthened members' awareness of the importance of maintaining ecosystem carrying capacity. Participants practiced monitoring water quality and vegetation around tourist areas and applied the principles of reduce, reuse, and recycle in managing tourist waste (Manfredi et al., 2010; Ezeah et al., 2015; Borboudaki et al., 2005). As a result, Pokdarwis began implementing a separate waste management system and creating environmental education boards for visitors.

The revitalization of the Village-Owned Enterprise (BUMDes) management also strengthened the institution. Through administrative assistance, the reporting system and financial management became more accountable. This assistance resulted in the drafting of Standard Operating Procedures (SOPs) for tourism destination management. Meanwhile, a village regulation development workshop resulted in the development of village regulations on sustainable tourism development and environmental preservation, which were discussed by the village government with Sugai Deras village stakeholders and ratified by the village. Environmental preservation by planting 100 endemic Kalimantan trees and installing solar cells at the Sungai Deras village tourist attraction by the PMM UM Pontianak team with the local community.



Figure 3. Workshop and Mentoring for Sustainable Tourism Villages

Strategic partnerships were also formed with various parties. Collaboration with universities opened up opportunities for research and student internships in the village, while the local government provided promotional support and facilitated access to funding. Collaboration with local tourism operators expanded market reach without diminishing community control over tourism management.

Program Implementation for the Sungai Deras Village Family Welfare Movement (PKK)

The PKK empowerment program began with the documentation and revitalization of local wisdom. Through a participatory approach, traditional elders and senior women were involved in documenting traditional culinary recipes, handicraft techniques, and culturally valuable resource management practices. This documentation was then used as the basis for developing creative economy products. Training was then provided on packaging cultural values into creative economy products, encouraging PKK members to see the potential of tradition not merely as a legacy but as a valuable economic asset. Participants learned about product storytelling, branding techniques, and attractive packaging design without losing cultural identity.

During the production stage, PKK members received training in Good Manufacturing Practice (GMP) and quality control standards to ensure product consistency. Four flagship products were successfully developed: tilapia sticks, herbal dish soap, tilapia nuggets, and papaya sauce. All products utilize local raw materials, adding economic value and creating new supply chains for the village community. The activity continued with digital marketing and product photography training. PKK members learned how to manage social media accounts, create visual promotional content, and operate an online marketplace. Several members are now able to market their products through social media and local e-commerce platforms. The highlight of the event was the Sungai Deras Village Cultural and Culinary Festival, attended by the local community, the sub-district government, and tourism stakeholders. The festival featured culinary specialties, traditional arts performances, and a creative product exhibition.



Figure 4. Assistance in Product Creation and Festivals

In addition to fostering pride in local culture, this activity also successfully attracted domestic tourists and strengthened Sungai Deras Village's image as an authentic cultural tourism destination.

Developing Strategic Synergy Between Partners

The synergy between the Pokdarwis (Tourism Group) and the Family Welfare Movement (PKK) in Sungai Deras Village strengthens the program's sustainability. Through joint activities such as tourism waste management training, the two groups successfully developed a village circular economy system, where organic waste is processed into compost and biogas, while non-organic waste is used for recycled crafts. Collaboration was also evident in the Local Culture and Culinary Festival, where Pokdarwis acted as destination manager and tourism promoter, while the PKK provided culinary products and traditional crafts. This activity resulted in a culture-based thematic tourism package combining art attractions, craft training, and traditional culinary experiences which became a major draw for tourists.

The CBSE business model developed by Pokdarwis provides a collaborative platform for the PKK to sell its products sustainably. Profit sharing is carried out fairly based on the contributions of each party, while the PKK's mastery of digital marketing strategies also strengthens the promotion of the village's tourism destination. Overall, the results of the activity demonstrate that a collaborative approach between partners based on local wisdom can create sustainable social and economic impacts. High community involvement strengthens a sense of ownership of the destination and ensures the sustainability of ecotourism in Sungai Deras Village.

CONCLUSION

The community service program implemented in Sungai Deras Village, Teluk Pakedai District, Kubu Raya Regency, has had a significant impact on improving the institutional, economic, and social capacity of the village community. Through a series of training activities, mentoring, and cross-partner collaboration, a synergy model was established that integrates the community-based ecotourism sector with a creative economy based on local wisdom. For the Tourism Awareness Group, this activity strengthened managerial skills, improved organizational governance, and encouraged the development of a community-based social enterprise system oriented towards environmental sustainability and collective well-being. Meanwhile, the Family Welfare Movement (PKK) of Sungai Deras Village successfully transformed itself from a traditional production group into a creative entrepreneur adaptable to digital technology and the modern market. The synergy between partners through cultural festivals, integrated waste management, and collaborative digital promotions demonstrated that a participatory approach can create an inclusive and sustainable village development model. The results of this service demonstrate that the program's success is measured not only by skills improvement but also by the growing collective awareness of the community regarding the importance of environmental preservation and strengthening cultural identity as a long-term economic asset. Overall, this community service has contributed to the achievement of the Sustainable Development Goals (SDGs), particularly in the areas of poverty alleviation, gender equality, decent work and economic growth, and terrestrial ecosystem conservation.

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