

## **Analysis of Challenges and Development Strategies for Community-Based Tourism at Puncak Sosok Bawuran, Bantul, Yogyakarta**

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### **Abstract**

Puncak Sosok Bawuran is a rapidly developing nature-based tourism attraction located in Bantul Regency, Special Region of Yogyakarta, managed under a Community-Based Tourism (CBT) approach. This study aims to analyze the challenges and threats faced by tourism managers within the current social, economic, political, and climate change contexts, as well as to identify sustainable development strategies. A qualitative descriptive method was employed through literature analysis of seven relevant scientific journals. The findings indicate that the main challenges include limited tourism human resources, weak digital promotion, inadequate access infrastructure, and low levels of attraction innovation. These conditions are further exacerbated by global climate change, which results in extreme weather, unpredictable rainfall, and high temperatures, reducing visitor comfort in the hilly area. On the other hand, national political dynamics related to green tourism policies and the empowerment of tourism villages through intergovernmental transfer funds (Village Funds and Tourism Special Allocation Funds) create new opportunities for Puncak Sosok to develop a resilient tourism model based on ecological and digital principles. The proposed development strategies include enhancing local human resource capacity, strengthening e-marketing, adapting to climate change through green governance, and fostering synergy between communities, government, and academia. This study emphasizes the importance of innovation and cross-sector collaboration in strengthening the competitiveness and resilience of community-based tourist destinations amidst climate change and evolving national policy dynamics.

**Keywords:** community-based tourism; sustainable development; climate resilience; rural tourism development.

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## A. INTRODUCTION

Puncak Sosok Bawuran is one of the leading natural tourism icons in Bantul Regency that has successfully attracted tourists through its natural beauty, acoustic music appeal, and active participation of the local community. This destination reflects the application of the principles of Community Based Tourism (CBT), which places the community as the main actor in the management and utilization of tourism resources. In the context of Puncak Sosok, community-based management has created synergy between natural attractions, local arts, and traditional cuisine. The community at Puncak Sosok plays an important role, where all food and beverage vendors are local residents. Puncak Sosok would not be complete if you enjoyed live music and the view without eating, so I think the community there still has an important role to play in the sustainability of Puncak Sosok.

However, the sustainability of community-based tourism management faces complex challenges that are not only internal, such as limited human resources, digital promotion, and infrastructure, but also external, such as the impact of global climate change and national political policy dynamics. Digitalization is the key to modern tourism transformation. (Ramadhani et al., 2021) and (Chantik Pembayun et al., 2020) emphasize the importance of using e-marketing as a means to increase competitiveness. Creative social media management can expand the reach of promotion and increase tourist engagement, especially among millennials and Gen Z, who are the main targets of night tourism in Bantul.

In addition, national political dynamics in 2024–2025, including the transition to a new administration and adjustments to development policy directions, will also influence the governance of the tourism sector. Through the National Medium-Term Development Plan (RPJMN) and the Ministry of Tourism and Creative Economy, the government emphasizes the paradigms of "green tourism" and "digital tourism villages" as key strategies for post-pandemic destination development. Indonesia's current tourism policy emphasizes local economic empowerment through the Independent Tourism Village and Sustainable Tourism Development programs. Support from the Village Fund and the Special Allocation Fund (DAK) for Tourism provides opportunities to strengthen infrastructure and human resource capacity in destinations such as Puncak Sosok. However, bureaucracy and a lack of policy integration between local governments and communities often hinder implementation.

Extreme weather changes in the Yogyakarta region in recent years have caused an increase in average temperatures and unpredictable rainfall, which has a direct impact on tourist comfort and safety (Sita Fadhila & Dewi Triastianti, n.d.). Global climate change has affected tourist visitation patterns, comfort, and destination appeal. The increase in average temperatures and extreme rainfall has led to environmental degradation, soil erosion, and disruption to outdoor tourist activities. In hilly areas such as Puncak Sosok, weather instability reduces tourist satisfaction and increases safety risks, because the Puncak Sosok area is semi-outdoors, so there is still a lack of shade.

In this context, this study aims to analyze the challenges of managing Puncak Sosok Bawuran in the face of climate change and political policies, as well as to formulate sustainable development strategies.

## **B. RESEARCH METHOD**

This study uses a qualitative descriptive method with a literature review approach. Data is sourced from seven scientific journals discussing management, promotion, sanitation, and community empowerment in the Puncak Sosok tourist area.

Analysis is conducted through the following stages:

1. identification of managerial and socio-ecological issues;
2. classification of internal and external challenges; and
3. interpretation of data based on the context of Indonesia's climate and political policies in 2024–2025.

## **C. FINDINGS AND DISCUSSION**

### **1. Internal Challenges: Human Resources, Innovation, and Regeneration**

The limited human resources in tourism in Puncak Sosok is a fundamental problem that concerns not only quantity but also the quality of managers' capacity to carry out tourism practices professionally. Most managers come from non-tourism backgrounds, which results in a weak understanding of hospitality standards, attraction planning, and data-based management systems. The lack of digital literacy exacerbates this situation, as modern marketing strategies are highly dependent on the ability to manage social media content, interact with tourists online, and utilize online review platforms such as Google Maps and TripAdvisor as tools for measuring destination image analytics.

Furthermore, the absence of a regeneration mechanism for managers poses a long-term threat to the sustainability of the Community-Based Tourism (CBT) model that is being implemented. Dependence on a single group or generation without involving local youth in the management structure has the potential to create stagnation in innovation and a governance gap when there is a change in community leadership. In fact, the presence of the younger generation is important not only for operational aspects, but also for digital transformation, creative content creation, and the development of attractions based on the experience economy that are relevant to the interests of today's tourists.

This human resource challenge becomes even more complex when linked to increasingly unpredictable climate variability. Weather uncertainty, especially at night, greatly affects the continuity of Puncak Sosok's main attractions, such as live music, cultural performances, and culinary activities in open spaces. Sudden rain or extreme temperature increases not only reduce tourist comfort, but can also cause direct economic losses due to show cancellations. The fact that most managers do not yet have contingency plans or climate mitigation systems such as flexible shade, safe evacuation routes, and real-time weather information shows a lack of preparedness for climate risks.

## 2. External Challenges: Climate and Accessibility

According to (Sita Fadhila & Dewi Triastianti, n.d.), the increase in air temperature and relative humidity in hilly areas such as Puncak Sosok significantly reduces the Thermal Comfort Index of tourists, especially from noon to late afternoon. The hot and humid microclimatic conditions not only reduce the length of stay of tourists, but also affect the quality of the tourist experience because physical activities such as cycling, walking to the observation deck, or enjoying cultural attractions become less comfortable. In addition, global climate change has triggered the degradation of natural vegetation at a number of points along tourist routes, especially in mountain bike track areas that are prone to soil erosion. The loss of ground cover vegetation accelerates surface runoff during rainfall and increases the risk of slipping, small landslides, and even potential tourist accidents.

This risk is exacerbated by the accessibility conditions to the location, which are mostly narrow roads with sharp contours, as noted by (Panjaitan, 2022). During the rainy season, slippery roads and inadequate drainage systems make it difficult for vehicles to maneuver and increase the potential for accidents, both for tourists and local residents who commute daily. This situation shows that the challenges of climate change not only impact comfort, but also the safety of tourists—two key elements in Tourism Carrying Capacity, which is the basis for destination sustainability.

Therefore, adaptation to climate change cannot be delayed and must be carried out structurally and ecologically. Strengthening erosion-resistant vegetation through the replanting (revegetation) of strong-rooted local plants such as vetiver, bamboo, or elephant grass can be a natural solution to reduce slope landslides. In addition, the development of a sustainable drainage system on access roads and tourist gathering areas is important to reduce waterlogging and surface runoff that damages the soil contour. Reorganizing tourist routes based on climate vulnerability analysis, for example by moving routes with high risk to more stable alternative routes, is also a strategic step to create an adaptive and safe destination. Thus, the combination of ecological approaches, light engineering, and climate risk management is key to maintaining Puncak Sosok as a resilient community tourism destination.

## 3. Political Dynamics and Green Tourism Policy

Indonesia's tourism development policy for the 2024–2025 period shows a strong orientation towards the implementation of green tourism and inclusive tourism principles as national priorities. This is in line with the direction of national development as outlined in Law No. 59 of 2024 concerning the 2025–2045 National Long-Term Development Plan (RPJPN), in which the transformation towards a *green economy* and sustainable development is made a main pillar of national development. The RPJPN emphasizes the importance of strengthening the tourism sector as an economic driver oriented towards environmental sustainability and the welfare of local communities (Ministry of National Development Planning/Bappenas, 2024).

In the sectoral context, the Ministry of Tourism and Creative Economy (Kemenparekraf) has implemented this policy direction through the 2024–2025 Kemenparekraf Priority Program, which focuses on the development of *the Bangkit Tourism Village* and *Green Tourism Initiative*. The *Desa Wisata Bangkit* program aims to strengthen the competitiveness of tourism villages through community empowerment, improvement of environmentally friendly infrastructure, and promotion based on local wisdom. Meanwhile, *the Green Tourism Initiative* serves as an implementative instrument to encourage tourist destinations to apply the principles of resource efficiency, carbon emission reduction, and natural environment preservation in accordance with national sustainability indicators (Kemenparekraf, 2024a).

Regulations regarding the mechanism for evaluating and measuring tourism sustainability are further elaborated in Regulation of the Minister of Tourism and Creative Economy Number 2 of 2024 concerning the National Tourism Development Index (IPKN). This regulation introduces indicators that cover environmental, social, economic, and sustainable destination management dimensions. Therefore, community-based destinations such as Puncak Sosok in Bantul Regency have the potential to benefit from this policy, whether in the form of environment-based funding, green certification programs, or national promotional support.

However, field observations show that coordination between management communities and local governments remains weak, resulting in delays in accessing government programs such as *the Desa Wisata Bangkit (Revitalized Tourism Village)* and *Green Tourism Initiative programs*. Bureaucratic communication gaps and low administrative literacy at the community level are major obstacles to the distribution of incentives and technical assistance.

Externally, national political stability after the 2024 elections has created a conducive climate for the implementation of sustainable tourism development policies. This situation strengthens the legitimacy of the implementation of the 2025–2045 RPJPN (National Medium-Term Development Plan) and provides certainty for investors and tourism businesses to adapt to national green standards. However, global economic fluctuations, particularly due to rising and falling energy and food prices, have the potential to reduce the purchasing power of domestic tourists—the main segment of visitors to Puncak Sosok. Therefore, adaptive strategies such as diversifying *experience-based tourism* products, dynamic price adjustments, and community-based promotion are key to the destination's economic resilience against external pressures (UNWTO, 2023).

Overall, it can be concluded that the effectiveness of green and inclusive tourism policies at the local level is highly dependent on the synergy between national regulations, regional institutional capacity, and the adaptive capabilities of the managing community. Without strong cross-level coordination, the funding opportunities and incentives offered through government policies have the potential to be underutilized by community-based tourist destinations such as Puncak Sosok.

#### 4. Destination Digitalization and Branding

Limitations in digital promotion remain a significant weakness. (Chantik Pembayun et al., 2020) noted that the Instagram account @Puncak\_Sosok mostly reposts tourist content without strong branding narratives. In a political climate that encourages the digitalization of MSMEs and tourism villages, this opportunity has not been optimally utilized. Strengthening e-marketing through collaboration with *local influencers* and cross-platform promotion (TikTok, YouTube Shorts) can increase the visibility of the destination.

Therefore, strengthening e-marketing needs to be done systematically through the formation of a *digital branding strategy* that involves local young people as *community content creators*. Collaboration with regional *micro-influencers* and *travel vlogger* communities can be an effective step to expand the reach of promotion organically. To strengthen the destination narrative, promotion must be expanded to various platforms such as TikTok and YouTube Shorts, which have different audience characteristics from Instagram, thereby creating a consistent *multi-platform presence*. Furthermore, integrating promotions through Google Maps Reviews, TripAdvisor, and *SEO-friendly Reels* features can enhance the destination's *discoverability* through keyword-based searches such as "Bantul night tourism," "Yogyakarta acoustic spots," or "hilltop tourist villages."

With more planned digital promotion management, Puncak Sosok will not only be known as a tourist stopover, but can be positioned as *a destination with character* that has a story, community, and sustainability values. This narrative transformation is the key to building *emotional engagement* between tourists and destinations, while strengthening Puncak Sosok's competitiveness amid the onslaught of similar destinations.

#### 5. Creative Economy and Community Resilience

The development of bamboo waste-based souvenirs (Suharson et al., n.d.) and innovations in waste management through Black Soldier Fly maggot cultivation (Yulianto et al., 2024) are concrete examples of the application of circular economy principles in the context of community-based tourism in Puncak Sosok. Both initiatives have not only succeeded in reducing the volume of organic and inorganic waste in the tourism area but also created economic added value for the local community through income diversification. Bamboo souvenirs have the potential to become a distinctive identity for the destination (place-based branding), while BSF maggot processing can be developed as an environmental-based educational tourism attraction (ecoedutourism), thus presenting a combination of ecological, educational, and economic functions.

In the context of climate change and the growing discourse on green politics at the national and global levels, local initiatives such as this demonstrate that the community in Puncak Sosok has a high adaptive capacity to respond to environmental crises while taking advantage of opportunities for sustainability-oriented policies.

These practices can be categorized as forms of socio-ecological resilience, as they emerge organically from the community, rather than simply being the result of external projects. This shows that the community is not merely the object of development, but rather a subject capable of initiating creative solutions based on local wisdom.

However, in order for the potential of the circular economy to develop more broadly and have long-term competitiveness, micro policy support from village and local governments is needed. Specific regulations on environmentally-based waste management, quality standards for creative economy products, and licensing systems that facilitate micro-enterprises will strengthen the sustainability of these initiatives. In addition, providing incentives for managers or community groups that demonstrate good performance, for example through village-based entrepreneurship reward schemes or partnerships with digital marketing platforms, can trigger similar innovations in other sectors. Thus, strengthening local governance is key to making Puncak Sosok not only a natural tourist destination, but also a living laboratory for community-based circular economy practices.

## **CONCLUSION**

### **1. Conclusion**

This study shows that community-based tourism management in Puncak Sosok Bawuran faces multidimensional challenges involving human resources, infrastructure, digitalization, climate change, and political policy dynamics. The limitations of managers' competencies in terms of management and digital literacy, the lack of attraction innovation, and weak online promotion are the main obstacles to improving the destination's competitiveness. On the other hand, climate change poses new risks in the form of increased temperatures, extreme rainfall, and potential erosion, which can reduce tourist comfort and safety. However, development opportunities remain open through government support for green tourism and digital tourism villages, as well as the potential for creative economy that has begun to grow among the local community.

Given these conditions, the future sustainability of Puncak Sosok's management depends heavily on the community's ability to adapt to environmental changes and national policy dynamics through capacity building, business diversification, and cross-sector collaboration. A resilient tourism model can only be achieved if all stakeholders share a common vision of building an inclusive, adaptive, and long-term sustainability-oriented tourism ecosystem.

### **2. Recommendations**

Based on the analysis results, the following strategic recommendations have been formulated for the four main stakeholder groups:

- a. For communities and tourism managers, it is necessary to continuously improve human resource capacity through training in tourism management, tourism services, and digital literacy. The development of new attractions based on culture

and the creative economy is also important in order to extend the length of tourist visits and expand sources of income.

- b. For Village and Regional Governments, it is necessary to formulate regulations that support environmentally-based tourism management and provide green infrastructure such as evacuation routes, erosion control, and sustainable drainage systems. The government is also expected to facilitate community access to tourism village funding programs and digital training.
- c. For academics and educational institutions, the role of assistance through applied research, training, and the provision of climate mitigation data is urgently needed to help managers develop science-based planning. Community service programs can be directed towards creative product innovation and climate risk management.
- d. For tourists as service users, awareness of responsible tourism behavior needs to be continuously improved through public education. Tourist participation in maintaining cleanliness, respecting local culture, and supporting creative community products will strengthen the sustainability of destinations.

With the synergistic implementation of these recommendations, Puncak Sosok has the potential to develop into a community tourism destination that is not only economically superior, but also resilient to climate change and adaptive to the dynamics of national tourism development policies.

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