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Original Article

Designing Open Trip Strategies for the Development of Tourism in Sumber Jaya Village, Pandeglang Regency, Banten

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Abstract

Sumber Jaya Village possesses significant tourism potential but faces key challenges, including limited community involvement in tourism management, inadequate digital marketing skills within the local Tourism Awareness Group (POKDARWIS), and low destination visibility. This study examines the implementation of the Open Trip model as a strategy for developing community-based tourism in Sumber Jaya Village, Sumur District, Pandeglang, Banten. Despite its rich natural and cultural tourism potential, the village faces challenges related to limited digital promotion capacity and low community involvement in tourism management. This research employs an Integrated Research Approach combined with Participatory Action Research (PAR), involving field observations, semi-structured interviews with members of the Tourism Awareness Group (POKDARWIS), and community-based digital content creation training. The findings indicate that the integration of the Open Trip model with digital marketing strategies through social media platforms such as Instagram and TikTok increases destination visibility and enhances community participation in tourism promotion. The Open Trip strategy enables the development of flexible, affordable, and socially engaging tourism packages that align with the preferences of young travelers. Furthermore, empowering POKDARWIS members to actively produce and manage promotional content increases community involvement and fosters a sense of ownership over tourism development. This approach contributes to increased tourist visits and a more equitable distribution of economic benefits within the village. Overall, the study demonstrates that integrating the Open Trip model with community-based digital marketing aligns with Community-Based Tourism (CBT) principles and provides a practical and inclusive framework for sustainable rural tourism development.

Keywords: Community-Based Tourism, Digital Marketing, Open Trip, Tourism Awareness Group (POKDARWIS), Tourism Promotion.

1. Introduction

Sumber Jaya Village, located in Sumur District, Pandeglang, Banten, possesses remarkable tourism potential, thanks to its stunning natural attractions, including exotic beaches, clear rivers, and lush local farmlands (Amanda et al., 2020; Azhari et al., 2021; Kurnia & Pandjaitan, 2021). These features offer a strong appeal to both domestic and international tourists. In addition, the village has a rich cultural heritage, reflected in its traditional crafts, local cuisine, and social activities deeply rooted in the community's way of life. Together, these elements create an authentic tourism experience for travelers seeking less-explored destinations with a more local and natural atmosphere.

Despite this significant potential, the tourism sector in Sumber Jaya Village has not yet reached its full potential (Jati et al., 2025; Kurnia & Pandjaitan, 2021). Several key issues contribute to this condition, including ineffective marketing strategies, limited tourism

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infrastructure, and insufficient community involvement in managing and advancing the tourism sector. One significant challenge is the limited capacity of local human resources, particularly among members of the Tourism Awareness Group (POKDARWIS). As a community-based organization responsible for managing and promoting tourism activities, many of its members still lack adequate managerial skills and digital marketing knowledge, competencies that are increasingly essential in the modern tourism landscape.

These limitations further contribute to the low participation of local and international tourists visiting the village. Despite its strong natural and cultural attractions, the village remains relatively unknown to the broader tourism market. Another key obstacle is the minimal use of digital technology in promoting the village's tourism potential, especially social media, which has become the primary source of travel information for younger audiences such as millennials and Gen Z. Without an effective promotional strategy, information about the beauty and tourism potential of Sumber Jaya Village struggles to reach broader audiences.

To address these challenges, this study proposes implementing an Open Trip strategy to introduce the village to more tourists. Open Trip is a travel concept that lets individuals join a shared tour package without forming their own group. This approach is highly relevant to the preferences of young travelers who seek social, flexible, and affordable travel experiences. Through Open Trips, tourists can enjoy authentic local experiences at lower costs while also interacting with other participants who share similar interests. This strategy also offers substantial opportunities to empower local communities, particularly POKDARWIS members, by equipping them with skills in marketing and managing community-based tourism. With the support of digital technologies such as social media and travel-sharing platforms, POKDARWIS can promote village tour packages directly to broader audiences. This not only increases tourist visits but also enhances community engagement in sustainable village tourism development.

According to Silvia (2019) digital marketing via social media is an effective tool for reaching younger, more dynamic audiences. Platforms such as Instagram, TikTok, and Facebook enable villages to showcase their natural landscapes and cultural heritage in visually appealing, interactive ways. Meanwhile, Susanto et al. (2023) highlight that empowering local communities to create and distribute digital content enables them to participate more actively in tourism promotion. This helps increase their income and ensures that the benefits of tourism development are felt directly by the local community.

Despite numerous studies discussing community-based tourism, digital marketing, and the Open Trip concept, limited research has specifically examined the integrated application of these approaches within rural tourism development through participatory action research. Most previous studies tend to address these aspects separately, without emphasizing community empowerment through direct involvement in digital content creation and promotional activities. Therefore, this study aims to design and analyze an integrated Open Trip strategy combined with digital marketing and social innovation to support sustainable tourism development in Sumber Jaya Village. Specifically, this research seeks to explore how the Open Trip model, supported by community-based digital promotion, can enhance destination visibility, strengthen local community participation, and contribute to inclusive rural tourism development.

This study contributes novel insights to the literature on rural tourism development by integrating the Open Trip model with community-based digital marketing and Participatory Action Research (PAR) within a village tourism context. While previous studies have examined Open Trip models, Community-Based Tourism (CBT), or digital marketing strategies separately, this research offers a distinctive contribution by combining these approaches into

a practical and participatory tourism development framework. The novelty of this study lies in its emphasis on empowering local tourism actors, particularly POKDARWIS members, not only as tourism managers but also as active digital content creators and promoters. By applying an integrated research approach in Sumber Jaya Village, this study demonstrates how Open Trip strategies supported by community-driven digital promotion can enhance destination visibility, strengthen local capacity, and foster sustainable and inclusive tourism development. This contextual and participatory integration differentiates the study from previous research and provides a replicable model for similar rural tourism destinations.

2. Literature Review

Community-based tourism development has gained increasing attention as a sustainable approach to tourism management, particularly in rural destinations. This approach emphasizes the active involvement of local communities in planning, managing, and benefiting from tourism activities, ensuring that economic, social, and cultural benefits are distributed equitably.

In line with contemporary tourism development, digital marketing has also become a crucial tool for enhancing destination visibility and attracting tourists, especially younger generations who rely heavily on social media for travel information. Meanwhile, the Open Trip model has emerged as an alternative tourism strategy that offers flexible, affordable, and socially engaging travel experiences, making it highly appealing to millennials and Gen Z tourists.

Furthermore, tourism development in rural areas increasingly incorporates elements of social innovation, particularly through participatory approaches that empower local communities to adapt to digital transformation and tourism market dynamics. Therefore, this literature review discusses key concepts related to Community-Based Tourism (CBT), digital marketing in tourism, the Open Trip model, and social innovation as the theoretical foundation of this study.

2.1. Community-Based Tourism (CBT)

Community-Based Tourism (CBT) is a tourism development approach that emphasizes the active involvement and empowerment of local communities in planning, managing, and benefiting from tourism activities. According to Goodwin & Santilli (2009), CBT aims to ensure that tourism development provides direct economic, social, and cultural benefits to residents while preserving local values, traditions, and natural resources. This approach positions local communities not merely as objects of tourism but as key actors and decision-makers in tourism development.

CBT is closely associated with the principles of sustainability, as it seeks to balance economic growth with social equity and environmental conservation. By involving local communities in tourism management, CBT encourages a sense of ownership and responsibility, which contributes to the long-term sustainability of tourism destinations. As noted by Tasci (2011), community participation in tourism enhances local capacity, strengthens social cohesion, and improves the quality of tourism experiences offered to visitors.

In the context of rural tourism, CBT plays a crucial role in addressing common challenges such as limited human resource capacity, unequal distribution of tourism benefits, and weak destination governance. Tourism Awareness Groups (POKDARWIS) serve as an important institutional form of CBT implementation in Indonesia, functioning as local organizations responsible for coordinating tourism activities and community participation.

Through CBT, POKDARWIS members are encouraged to actively engage in tourism planning, service provision, and destination promotion.

CBT also aligns strongly with participatory and action-oriented research approaches such as Participatory Action Research (PAR). By integrating CBT principles with PAR, tourism development initiatives can facilitate continuous learning, collaboration, and problem-solving between researchers and local communities. This integration enables communities to enhance their managerial and promotional skills, particularly in adapting to digital tourism trends. Therefore, CBT provides a strong theoretical foundation for integrating Open Trip strategies and community-based digital marketing in rural tourism development, as demonstrated in the case of Sumber Jaya Village.

2.2. Digital Marketing in Tourism

Digital marketing has become an essential component of contemporary tourism development, particularly in promoting destinations to wider and younger audiences (Chaffey et al., 2019; Deb et al., 2024). In the tourism sector, digital marketing involves the use of online platforms and social media to disseminate information, shape destination images, and influence tourists' travel decisions.

Social media platforms such as Instagram, TikTok, and YouTube play a crucial role in tourism promotion by enabling visual storytelling and interactive engagement. Chourasia (2024) highlights that tourists increasingly rely on social media content, including photos, videos, and user reviews, to evaluate and select travel destinations. Visually appealing and authentic content significantly enhances tourists' interest and intention to visit.

Moreover, digital marketing allows for a more personalized and cost-effective promotional strategy, which is particularly beneficial for rural destinations with limited financial resources. Kumar & Barua (2024)emphasizes that digital platforms enable destinations to engage directly with potential tourists while simplifying communication and transaction processes. Involving local communities in digital content creation not only strengthens promotional effectiveness but also enhances community participation and ownership in tourism development (Jati, 2021, 2024).

2.3. Open Trip

The Open Trip model refers to a tourism concept that allows individuals to join shared travel packages without the need to form their own groups. This model has gained popularity among young travelers due to its affordability, flexibility, and social interaction opportunities. According to Wirtz & Lovelock (2016), Open Trips create shared service experiences that encourage social interaction among participants from diverse backgrounds.

From an operational perspective, Open Trips offer efficiency and flexibility for tourism organizers, as they reduce dependency on large group bookings while maximizing participant numbers. Lim et al. (2016) suggest that Open Trip models align well with contemporary tourism trends that emphasize personalized, social, and experience-based travel.

In rural tourism settings, the Open Trip model provides opportunities to attract solo travelers and small groups while integrating local cultural and natural experiences. When implemented within a CBT framework, Open Trips can enhance community involvement by engaging local residents as guides, hosts, and service providers. This integration allows tourism benefits to be distributed more evenly within the community, supporting sustainable and inclusive tourism development.

2.4. Social Innovation in Tourism

Social innovation refers to the development of new approaches and practices that address social challenges and generate long-term positive impacts for communities (Schröer, 2021). In the tourism sector, social innovation often manifests through community-based models that empower local actors, promote social inclusion, and encourage sustainable resource management.

Community-based tourism itself is a form of social innovation, as it redefines traditional tourism practices by placing communities at the center of development (Prasetyo, 2020). By combining tourism activities with capacity building, entrepreneurship, and digital skill development, social innovation enhances community resilience and adaptability to changing tourism trends.

In the context of rural tourism, social innovation is particularly important for addressing challenges such as limited promotion capacity, low tourist visibility, and unequal benefit distribution. Training local communities in digital content creation and tourism management enables them to actively shape destination narratives and engage with broader tourism markets. This participatory and innovative approach not only strengthens local capacities but also ensures that tourism development remains socially inclusive and environmentally sustainable.

3. Methods

This study employs an integrated qualitative research design combining an Integrated Research Approach and Participatory Action Research (PAR) to examine the implementation of the Open Trip strategy for rural tourism development in Sumber Jaya Village, Pandeglang Regency, Banten. This approach was selected to ensure active community involvement while generating context-specific and practice-oriented insights into tourism development.

Data collection was conducted through three main techniques: field observations, semi-structured interviews, and participatory training activities. Field observations were carried out to identify the village's tourism potential, including natural attractions, tourism infrastructure, and existing tourism activities. Semi-structured interviews were conducted with key local stakeholders, consisting of eight informants: five members of the Tourism Awareness Group (POKDARWIS), one village official, and two local MSME (UMKM) actors involved in tourism-related activities. Informants were selected using purposive sampling to ensure they possessed relevant knowledge and direct involvement in village tourism development.

In addition, participatory action research was implemented through a digital content creation and marketing training program for POKDARWIS members. The training focused on basic photography and videography techniques, social media content planning, and the use of Instagram and TikTok for tourism promotion. Throughout the process, researchers actively collaborated with participants in identifying challenges, designing Open Trip promotional content, and applying digital marketing strategies.

Data analysis was conducted using qualitative descriptive analysis. Interview transcripts, observation notes, and documentation from training activities were systematically coded and categorized to identify recurring themes related to community participation, digital marketing practices, and the effectiveness of the Open Trip strategy. The evaluation of outcomes was based on several indicators, including increased community engagement in tourism promotion, improved digital content quality, and enhanced visibility of Sumber Jaya Village as a tourism destination on social media platforms. By integrating participatory action

research with community-based tourism development and digital marketing strategies, this study ensures methodological rigor while emphasizing community empowerment and sustainability in rural tourism development.

4. Results and Discussion

One of the key outcomes of designing the Open Trip strategy is the development of an itinerary for a travel package aimed at optimizing the tourism potential of Sumber Jaya Village. This itinerary is designed to provide a tourism experience that combines captivating natural exploration with direct interaction with local MSME (UMKM) actors, as well as distinctive cultural experiences within the village. The travel package is targeted at young tourists, particularly millennials and Gen Z, who prefer authentic, affordable, and socially engaging travel experiences.

4.1. Research Results

The implementation of the Open Trip strategy in Sumber Jaya Village resulted in the development of a structured tourism itinerary designed to optimize local tourism potential. This itinerary integrates natural exploration activities, interaction with local MSME actors, and cultural experiences, offering an affordable and socially engaging tourism package aimed at millennial and Gen Z travelers.

The Open Trip itinerary reflects the practical application of community-based tourism principles, where local residents actively participate as tour guides, hosts, and service providers. This approach allows tourism benefits to be distributed more evenly within the community while enhancing the authenticity of visitor experiences.

Figure 1. Open Trip Promotions

Figure 1 presents the Open Trip promotional materials and itinerary developed as part of the Open Trip strategy in Sumber Jaya Village. As shown in Figure 1, the Open Trip package consists of a sequence of activities including village exploration, nature-based tourism, and interaction with local community members. The visual materials function not only as promotional content but also as tangible outputs of the participatory research process involving POKDARWIS members.

Furthermore, the use of digital marketing through social media platforms such as Instagram and TikTok enhanced the visibility of Sumber Jaya Village as a tourism destination.

Community members were actively involved in producing promotional content, indicating increased local capacity in tourism promotion and digital communication.

4.2. Discussion

The findings of this study indicate that the implementation of the Open Trip strategy in Sumber Jaya Village has contributed to increased destination visibility and stronger community involvement in tourism development. This result supports previous studies emphasizing the importance of integrating tourism innovation with local participation to achieve sustainable outcomes. The Open Trip model not only provides flexible and affordable travel experiences for tourists but also functions as a practical mechanism for engaging local communities, particularly POKDARWIS members, in tourism planning and service delivery. Through this approach, tourism activities in Sumber Jaya Village are no longer externally driven but are increasingly shaped by local actors who possess contextual knowledge of the destination.

The implementation of the Open Trip strategy in Sumber Jaya Village has proven effective in attracting younger tourists, particularly millennials and Gen Z who are highly active on social media platforms. The increased visibility of the village as a tourism destination is closely linked to the use of digital marketing through platforms such as Instagram and TikTok, where visual content plays a crucial role in shaping destination image. This finding supports previous studies that highlight the importance of social media in influencing travel decisions and enhancing destination awareness among younger audiences. However, this study also reveals practical challenges faced by local communities in adopting digital promotion strategies, particularly limitations related to technological resources and digital skills among POKDARWIS members. Many participants relied on smartphones with limited technical specifications and initially lacked experience in content editing and social media management. Despite these constraints, the participatory training and collaborative approach implemented in this study enabled community members to improve their digital competencies gradually. This indicates that capacity-building initiatives are essential for ensuring that digital tourism strategies can be effectively adopted and sustained at the community level.

The findings also demonstrate that the Open Trip model plays a significant role in strengthening community participation in tourism activities. Through this model, local residents are actively involved not only as service providers, such as tour guides and homestay hosts, but also as decision-makers in designing tourism experiences. This active involvement aligns with the principles of Community-Based Tourism (CBT), which emphasize local empowerment, shared benefits, and community control over tourism development. By positioning POKDARWIS members as central actors in tourism management, the Open Trip strategy contributes to more inclusive and sustainable tourism practices, ensuring that economic and social benefits are distributed more equitably within the community.

The role of digital marketing in this process has been crucial in boosting the visibility of Sumber Jaya Village as a tourist destination, particularly among younger tourists. By leveraging social media platforms such as Instagram and TikTok, the village was able to extend its reach and highlight its natural attractions and cultural heritage. Digital marketing, as a strategic tool, allows destinations to attract tourists more efficiently and at a lower cost, as it enables them to communicate directly with potential visitors without intermediaries. Moreover, empowering the local community, particularly through POKDARWIS, to generate engaging visual content has proven to be an effective way of marketing the destination. User-generated content, which is increasingly popular in digital marketing, has helped create a positive and authentic image of the village, supporting the idea that tourists are more likely to trust content created by local residents than traditional advertisements.

Furthermore, the Open Trip model in Sumber Jaya Village has succeeded in creating tourism experiences that are not only social and flexible but also affordable. The Open Trip model enables tourists to join a travel package without the need to form their own group, catering particularly to young tourists who seek social interaction and authentic exploration. This model encourages social dynamics by allowing participants to engage with one another and share their experiences during the trip. The inclusion of activities such as trekking and interactions with local MSME actors adds authenticity to the experience, making it more appealing to tourists looking for immersive cultural and nature-based activities. Additionally, the cost-effective nature of the Open Trip allows tourists to enjoy a well-rounded experience without the burden of high expenses. This affordability opens the door for a larger number of visitors, making the destination accessible to a broader range of tourists, while ensuring that the village community benefits from increased tourism activity.

The Open Trip model also fosters local community participation in various aspects of tourism. From serving as tour guides to offering homestays, the local community is deeply involved in the tourism process, which aligns with the principles of Community-Based Tourism (CBT). CBT emphasizes the empowerment of local communities to manage and shape the tourism experience in their area. In Sumber Jaya, this model allows residents to take control of their tourism sector, ensuring that the benefits of tourism remain within the community and contribute to its economic development. This hands-on involvement is an essential element of the Open Trip strategy, as it allows the community to directly benefit from and influence the tourism experiences they offer.

The integration of social innovation in Sumber Jaya Village is another critical aspect of the tourism development process. Social innovation refers to the development of new solutions to social and economic challenges that have long-term positive effects on communities. The application of social innovation in tourism is evident in the implementation of the Open Trip model, which not only provides flexible and affordable travel alternatives but also empowers the local community through training in digital content creation and social media management. By enabling residents to produce their own promotional content using accessible digital tools, the village has opened up opportunities for the community to independently manage and promote their destination, thus increasing their sense of ownership and control over the tourism process.

This approach to social innovation helps ensure that the benefits of tourism are equitably distributed across the community, promoting long-term sustainability. It also ensures that tourism development is conducted in a way that respects both the environment and cultural heritage. In Sumber Jaya, the focus on sustainability and responsible tourism is evident, as the local community works together to safeguard their natural resources and cultural landmarks while also benefiting from the economic opportunities generated by tourism.

The adoption of digital tools and the implementation of the Open Trip model demonstrate how social innovation can contribute to sustainable tourism. By equipping residents with the skills to create and manage digital content, Sumber Jaya Village has empowered its community to actively engage with the tourism market and shape its image online. This ability to control and curate the village's online presence allows residents to present an authentic and accurate representation of their destination, attracting tourists who are genuinely interested in the unique experiences the village offers. Through this form of social innovation, Sumber Jaya Village is positioning itself as a model for rural tourism development that balances economic, social, and environmental goals.

The research findings demonstrate that the successful implementation of digital marketing, the Open Trip model, and social innovation in Sumber Jaya Village has not only increased the visibility of the village as a tourist destination but also empowered the local community to take charge of their tourism development. By addressing the challenges faced by the community and providing them with the tools and training necessary to succeed, Sumber Jaya is setting an example for other rural destinations looking to develop sustainable, community-driven tourism. This approach ensures that the benefits of tourism are distributed equitably and that the destination remains culturally and environmentally sustainable for future generations.

This discussion is consistent with findings from previous studies that emphasize the importance of integrating digital marketing, community participation, and innovative tourism models in rural destination development. Prior research has shown that digital platforms, particularly social media, play a crucial role in increasing destination visibility and attracting younger tourists by enabling direct and cost-efficient communication (Ali, 2025; Laksana, 2025). Similarly, studies on community-based tourism highlight that empowering local organizations such as POKDARWIS enhances local ownership, improves service quality, and ensures that tourism benefits are retained within the community (Suyatna et al., 2024). The successful implementation of the Open Trip model in Sumber Jaya Village also aligns with earlier research indicating that flexible, affordable, and socially oriented travel packages are particularly appealing to millennials and Gen Z tourists, while simultaneously supporting local economic development through active community involvement. By combining digital marketing, Open Trip strategies, and social innovation, this study extends previous research by demonstrating how these approaches can be operationalized in a rural village context to support sustainable and inclusive tourism development.

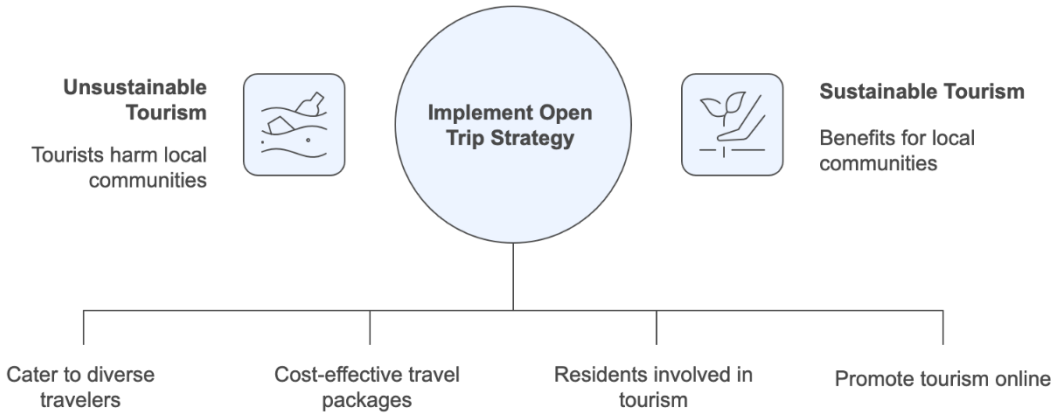

Figure 2. Sustainable Tourism with Open Trips

Designing effective Open Trip strategies involves creating a balance between attracting tourists and ensuring that local communities benefit from tourism in a sustainable and inclusive manner. One of the key aspects of a successful Open Trip strategy is flexibility, which is essential for appealing to younger tourists who value social interaction and authentic experiences. By designing packages that do not require tourists to form their own groups, Sumber Jaya Village has been able to cater to a broader demographic, particularly solo travelers and those interested in meeting new people during their travels. This flexibility also allows tourists to choose from a variety of activities, including trekking, local handicraft workshops, and cultural exchanges, which offer an immersive experience in the village's

natural and cultural landscapes. The Open Trip model, therefore, provides a unique opportunity for visitors to explore the village's attractions while engaging with the local community in meaningful ways.

Another important element in designing Open Trip strategies is ensuring that the activities offered are affordable yet comprehensive. In Sumber Jaya, this was achieved by developing cost-effective travel packages that include a variety of activities, from guided tours to homestay experiences. By offering a range of affordable options, the village ensures that its tourism product is accessible to a wide range of tourists, from budget-conscious travelers to those seeking a more exclusive experience. The Open Trip model also allows the community to be involved in multiple aspects of tourism, such as serving as tour guides, providing meals, or managing accommodations. This participatory approach not only strengthens the local economy but also ensures that the benefits of tourism are shared across the community, creating a sense of ownership and empowerment among residents.

Furthermore, designing a successful Open Trip strategy requires effective use of digital tools and platforms for marketing and promotion. Social media has become a powerful tool in tourism marketing, and by training local residents in digital content creation, Sumber Jaya Village has ensured that its tourism offerings are well-promoted and that the community has control over how their destination is portrayed online. Engaging content, such as photos, videos, and testimonials created by the locals, can attract potential visitors and provide an authentic glimpse into the village's offerings. The digital marketing aspect of the Open Trip strategy not only helps increase visibility but also fosters a positive image of the destination, built by the very community that hosts the tourists. By integrating both offline and online strategies, Sumber Jaya has successfully designed an Open Trip model that is both attractive to tourists and beneficial for the local community.

5. Conclusion

In conclusion, the implementation of the Open Trip model in Sumber Jaya Village demonstrates its effectiveness as a strategy for promoting sustainable tourism while empowering local communities. Beyond its practical outcomes, this study contributes theoretically to the literature on rural and community-based tourism by extending the application of Community-Based Tourism (CBT) and social innovation frameworks. It shows how the integration of the Open Trip model with community-led digital marketing can function as a hybrid approach that links participatory tourism development with contemporary digital promotion, particularly in underdeveloped rural destinations. This finding enriches existing theories by illustrating how local communities can act not only as beneficiaries but also as active agents in destination branding and tourism governance.

From a practical and policy perspective, the findings offer important implications for policymakers and tourism managers. Local governments and tourism authorities are encouraged to support community-based tourism initiatives by investing in capacity-building programs, particularly in digital marketing and content creation. Strengthening organizations such as POKDARWIS through training, technical assistance, and access to digital tools can enhance destination competitiveness while ensuring that tourism benefits are distributed equitably. Additionally, the Open Trip model can be adopted as an alternative tourism strategy for rural areas seeking to attract younger, cost-sensitive tourists without requiring large-scale infrastructure development. For future research, further studies could examine the long-term economic, social, and environmental impacts of the Open Trip model on rural communities. Comparative studies across different villages or regions would also be valuable to assess the

transferability and scalability of this approach. In addition, future research may explore tourists' perspectives and satisfaction levels, as well as the role of emerging digital platforms in shaping sustainable rural tourism development.

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