



Community Participation in Sustainable Cultural Heritage Tourism in The Braga Tourism Village

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Keywords:

Community participation, Sustainable tourism, Tourism village, Cultural heritage, Bandung City.

Abstract.

This study aims to examine community participation in the development of sustainable cultural heritage tourism in Braga Tourism Village, Bandung City. Initiated by the Bandung City Office of Culture and Tourism (DISBUDPAR) through a top-down approach as part of a tourism village activation program, the implementation of this initiative has raised concerns regarding the limited involvement of local residents. A descriptive qualitative approach was employed, with data collected through document analysis, field observations, and in-depth interviews with key stakeholders including street vendors, tourism awareness groups, village officials, and representatives of the local tourism office. Data were analyzed using Miles and Huberman's interactive model through data reduction, display, and conclusion drawing. The findings reveal that while the initial planning was government-driven, local communities have gradually taken the lead in sustaining tourism activities by initiating creative and community-based programs. Public facilities and government-provided training have supported tourism development, yet the optimization of these resources remains limited due to insufficient community capacity. Moreover, the preservation of cultural heritage particularly Braga's historic buildings and urban identity has been maintained through a combination of formal regulations and civic engagement. The study concludes that the success of sustainable tourism in urban heritage settings such as Braga depends on effective collaboration between government and communities, with local residents playing a central role in preserving cultural values while deriving socio-economic benefits.

Kata Kunci:

Partisipasi masyarakat, Pariwisata berkelanjutan, Kampung wisata, Warisan budaya, Kota Bandung.

Abstrak.

Penelitian ini bertujuan untuk mengkaji partisipasi masyarakat dalam pengembangan pariwisata sejarah budaya yang berkelanjutan di Kampung Wisata Braga, Kota Bandung. Kampung ini diinisiasi oleh Dinas Kebudayaan dan Pariwisata (DISBUDPAR) Kota Bandung melalui pendekatan top-down sebagai bagian dari program aktivasi kampung wisata, namun dalam pelaksanaannya memunculkan tantangan terkait keterlibatan masyarakat. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui studi dokumen, observasi, dan wawancara mendalam terhadap pedagang, kelompok sadar wisata, aparat kelurahan, serta perwakilan dinas terkait. Analisis data dilakukan dengan pendekatan Miles dan Huberman melalui proses reduksi, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa meskipun perencanaan awal berasal dari pemerintah, masyarakat mulai mengambil peran penting dalam keberlanjutan wisata melalui inisiatif sendiri, seperti pengembangan aktivitas kreatif dan program berbasis komunitas. Fasilitas publik dan pelatihan dari pemerintah telah diberikan, tetapi pemanfaatannya masih belum optimal karena keterbatasan kapasitas masyarakat. Selain itu, pelestarian warisan budaya, terutama bangunan bersejarah dan identitas kawasan Braga, dipertahankan melalui sinergi antara regulasi dan kesadaran warga. Penelitian ini menyimpulkan bahwa keberhasilan pengembangan pariwisata berkelanjutan di kawasan urban seperti Braga bergantung pada kolaborasi antara pemerintah dan masyarakat, dengan masyarakat sebagai aktor utama dalam mempertahankan nilai budaya sekaligus memperoleh manfaat ekonomi.

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1. Introduction

The tourism industry has increasingly emerged as a significant catalyst for sustainable socioeconomic development on a global scale. Sustainable tourism refers to travel practices that minimize negative impacts on local communities and natural ecosystems, while simultaneously contributing positively to environmental preservation, social well-being, and economic growth in host destinations (Manzoor et al, 2019). The tourism sector has shown tremendous growth in the last few decades, more specifically the share of the tourism sector in the world's gross domestic product has grown significantly over the last few decades (Ren et al, 2019).

Tourism can help countries achieve sustainable economic growth by generating employment opportunities, increasing foreign exchange earnings, and stimulating related sectors (Eyuboglu & Eyuboglu, 2020). In developing countries, tourism often serves as a major contributor to national income, where substantial foreign exchange from tourism supports sustainable growth and development (Manzoor et al., 2019). Recognizing the importance of aligning economic benefits with long-term sustainability, Indonesia has shifted its tourism development strategy. According to the OECD (2022), following the COVID-19 pandemic, the Indonesian government has integrated inclusiveness and sustainability into its national tourism policy framework, emphasizing the diversification of creative economy models to reduce reliance on high tourist volumes. Similarly, the Insight Report 2024 published by Bank of Indonesia in collaboration with the Ministry of Tourism and Creative Economy and the Ministry for Coordinating Maritime and Investment Affairs outlines a strategic transformation of the tourism sector, aiming to position Indonesia as a world-leading sustainable and high value-added destination by 2045. Currently, the country is no longer focusing solely on increasing the number of tourist arrivals but is prioritizing sustainable tourism.

According to the United Nations World Tourism Organization (UNWTO), sustainable tourism is defined as tourism that takes full account of its current and future economic, social, and environmental impacts, while addressing the needs of visitors, the industry, the environment, and host communities. Martín et al. (2024) highlight that sustainable tourism practices are not exclusive to small-scale or niche markets but can be successfully implemented in mass tourism destinations through strategic planning, environmental regulation, and stakeholder collaboration. Such principles are not limited to ecotourism, but extend to broader forms of tourism as well. The implementation of sustainable tourism can be adapted across various tourism types, including mass tourism and special interest tourism. Its core principles emphasize a balanced integration of environmental preservation, economic viability, and socio-cultural integrity to ensure long-term sustainability.

Among the various models of sustainable tourism, community-based tourism (CBT) emerges as a participatory approach that integrates socio-cultural preservation, local economic empowerment, and environmental stewardship through grassroots involvement. CBT is an alternative form of tourism development that concentrates on community participation in all processes from idea formulation to planning, implementation, management, monitoring, evaluation, as well as benefit sharing, this form is similar to sustainable tourism by covering socio-cultural, environmental and economic dimensions (Pasanchay & Schott, 2021). Through this comprehensive involvement, CBT not only embodies the principles of sustainable tourism, but also contributes to broader sustainable development goals by reducing poverty, fostering local resilience, and improving the long-term well-being of underdeveloped regions (Hutnaleontina, Bendesa, & Yasa, 2022). In this regard, CBT serves as both a model of sustainable tourism and a strategic pathway toward achieving sustainable development, particularly in contexts where tourism is a primary vehicle for economic and social transformation (Henma, Mangope, & Strydom, 2019).

CBT holds considerable potential in the Indonesian context, where numerous socio-spatial community structures exist from traditional rural villages to community-based neighbourhoods in urban areas. For example, Sutomo et al. (2024) emphasize that tourism villages in Sleman Regency, Yogyakarta, rely on high levels of community self-reliance and local governance to operate efficiently and sustainably across multiple village units. Similarly, Lestari et al. (2025) demonstrate how community participation in tourism village management—through motivation, opportunity, and ability—significantly enhances sustainability outcomes in Wonokitri Village, East Java. These findings suggest that Indonesia's dense fabric of community-based settlements provides a robust foundation for scalable CBT initiatives that leverage local participation and place-based identity. Bandung City, as one of the primary tourist destinations in West Java, holds strong potential for developing community-based tourism through initiatives implemented by the Bandung City Culture and Tourism Office (DISBUDPAR Kota Bandung), particularly via its tourism village activation programs across various locations.

Although Bandung City lacks significant natural attractions such as beaches or mountains commonly found in other regions of Indonesia, it offers a rich array of alternative tourism assets that continue to attract both domestic and international visitors. These include well-established shopping destinations, diverse culinary experiences, vibrant art scenes, and numerous colonial-era heritage buildings that reflect the city's historical and cultural significance (Ramadhani & Pradifta, 2022; Lak, Gheitasi, & Timothy, 2020). These urban-based attractions not only contribute to Bandung's identity as one of West Java's leading tourist destinations, but also serve as a strong foundation for the development of community-based tourism. The Bandung City Culture and Tourism Office (DISBUDPAR Kota Bandung) has recognized this potential by initiating tourism village activation programs aimed at enhancing community participation and promoting sustainable tourism development within urban contexts. In this framework, the city's cultural and commercial assets become key capital for the implementation of localized tourism programs that are inclusive, participatory, and reflective of Bandung's unique urban character.

One of the tourism village activation programs initiated by the Bandung City Culture and Tourism Office (DISBUDPAR Kota Bandung) is the establishment of Braga Tourism Village, which serves as a model of community-based tourism in an urban setting. Based on pre-survey data collected by the researcher during the early stage of problem identification, Braga Tourism Village was initially designated as a "Creative Tourism Village" (Kampung Wisata Kreatif), a thematic categorization assigned by DISBUDPAR as part of its broader tourism village activation program implemented across multiple neighborhoods in Bandung City. This creative theme reflects the city's effort to align tourism development with local cultural expressions, creative economy activities, and community potential. Over time, the village's identity shifted toward a cultural heritage-based tourism concept, and the area was formally inaugurated under this new theme in 2019. The establishment of Braga Tourism Village followed a top-down approach, in which policy formulation and implementation were primarily directed by the local government rather than initiated from within the community. The top-down, or government-to-community, approach to tourism planning and management is considered ineffective in the long term. It is typically characterized by a bureaucratic and centralized planning process, whereby strategic policies are dictated from the government level. This approach often fails to create meaningful opportunities or provide adequate incentives for local communities to actively participate in and drive tourism development (Kubickova & Campbell, 2020). Indonesia, in particular, has a historical tendency toward top-down decision-making processes that discourage genuine community participation (Dolezal & Novelli, 2022).

The Braga area is one of the areas that has been known as a historical area with various stories and several buildings that have maintained their shape since the Dutch colonial era until now. Although not all buildings in Braga Village, especially Jalan Braga, retain their buildings and are registered as

heritage buildings. Braga used to be a shopping center during the Dutch colonial era and is still a shopping center with an additional image as a tourist destination. Buildings in the Braga area are currently no longer used solely as retail spaces; instead, they also support tourism by functioning as amenities. In addition to serving as historical attractions, many of these buildings now house food and beverage establishments as well as accommodation facilities that enhance the overall visitor experience.

Braga's identity as a historical area positions its cultural heritage as a central tourism asset with strong attraction potential. Cultural heritage tourism, as part of broader tourism development strategies, has long been utilized globally as a tool to stimulate job creation, increase tax revenues, promote entrepreneurship, enhance infrastructure and recreational facilities, empower local communities, and improve the overall quality of life in destination areas (Lak, Gheitasi, & Timothy, 2020). Historic or heritage tourism is widely regarded as one of the most pervasive and effective forms of tourism due to its ability to revitalize aging urban districts, protect valuable historic assets, and foster civic pride and community cohesion. Heritage-rich destinations also possess lasting competitive advantages in the tourism market, as they appeal to diverse visitor segments and stimulate cultural industries, local entrepreneurship, and urban regeneration (Cerisola et al., 2024; Wise & Jimura, 2020; Klosek-Kozłowska et al., 2022).

Cultural heritage tourism is a specialized form of tourism that encompasses both tangible and intangible cultural assets—including lifestyle, history, art, architecture, religion, and indigenous traditions of a specific destination (UNWTO, 2017; Lak, Gheitasi, & Timothy, 2020). In the context of Braga Tourism Village, the area's colonial-era architecture serves as a foundational attraction, while additional elements such as art-based community spaces, cafes, and entertainment venues further enhance its cultural heritage appeal. This combination of built heritage and creative urban culture creates a multifaceted tourism asset that aligns well with the broader conceptualization of cultural heritage tourism (Nethania et al., 2023; Agoes & Agustiani, 2021).



Figure 1. Braga Tourism Village Area
Source: Google Earth (2023)

The results of the pre-survey data of this research found that there are 19 cultural heritage buildings engaged in the tourism business and also tourist support facilities (such as ATMs and minimarkets) in the Braga area. In addition, other businesses located on Jalan Braga also support the historic atmosphere even though they are no longer using the original building but the physical building is designed to support the atmosphere of the historical area. Before it was inaugurated in 2019, Braga Tourism Village was only located in RW.06 and RW.08, but after it was inaugurated by the Culture and Tourism Office in 2019, the coverage area became the entire Braga Village area from RW.01 to RW.08 as shown in Figure 1. In Braga Tourism Village, there are various public spaces including buildings and roads in the form of alleys in Braga Tourism Village, in which there are various potential attractions such as Co-working Space, Gang Apandi, Gang Cikapundung, Gang Mural, TOGA (Family Medicinal Plants), Teras Baga. The gate of Gang Apandi is a Dutch colonial heritage building that still stands strong (Ramadhani & Pradifta, 2022).

Braga Tourism Village is expected to offer a new opportunity for Bandung City to promote sustainable urban tourism through community-based approaches. A participatory approach in community-based tourism is crucial, as the involvement of local communities is central to effective destination management. However, as previously discussed, the main issue in Braga Tourism Village lies in its initial establishment, which followed a top-down model—an approach widely regarded as ineffective for fostering sustainable community engagement. So that the community is not ready to become a Braga Tourism Village but must immediately face the arrival of tourists from various regions and also meet the expectations of the Culture and Tourism Office. Community participation is a fundamental component in fostering self-reliance and empowerment. It involves local residents not only in the decision-making process but also in the implementation of tourism attractions and programs. Participation in tourism development extends beyond government and private sector actors; it also places local communities at the center, enabling their aspirations, capacities, and contributions to be fully integrated, thereby ensuring they can derive maximum benefit from tourism initiatives. Local community participation is needed because local communities are the owners of tourism resources offered to tourists (Putra, Adhika, & Yana, 2021).

2. Literature Review

To fully understand the dynamics of community participation in sustainable cultural heritage tourism, it is important to first examine the broader components of tourism development that interact with local engagement. While this study centers on community participation as the main theoretical lens, supporting concepts such as the structure of tourism products, the role of cultural assets, and city governance provide essential context for understanding the environment in which communities participate. These elements shape the conditions, opportunities, and limitations that influence how community-based tourism can emerge and function. By situating community participation within the framework of cultural heritage resources and tourism system planning, this study aims to demonstrate how cultural values and local agency intersect in real-world tourism practice—particularly in urban heritage destinations like Braga Tourism Village.

Tourism products are made up of five components: attraction, amenities, accessibility, image and perception of the destination, and price (Middleton and Clarke, 2001). Tourism is a sector that is related to many other sectors. The government, especially the agency engaged in tourism, certainly cannot walk alone in developing regional tourism. Likewise, managers of tourist attractions need cooperation with other parties for the sustainability and survival of the tourist attractions they manage. Culture has a role in tourism development. This is because culture is a work or product of human creation in the form of objects, customs, art, behavior, and so on which can then be used as a cultural tourism attraction (Ridwan and Aini, 2019). City governance can play an active role in producing and conserving tangible and intangible cultural assets, which can then be developed into

tourism attractions for both domestic and international visitors (Liu, 2020; McManus & Carruthers, 2014).

2.1. Cultural resources

Ridwan and Aini (2019) identify several cultural resources with the potential to be developed into cultural tourism attractions, including historical or traditional buildings, sites, monuments, museums, art galleries, ancient cultural sites and so on; contemporary art and sculpture, architecture, textiles, handicraft and art centers, design centers, film industry, and so on; performing arts, drama, ballet, folk songs, street theater, photo exhibitions, festivals and events; religious heritage such as mosques, temples, and the like; local community activities and ways of life, studio education systems, traditional technology, local ways of working and living; travel to historical places using traditional means of transportation; and trying local culinary and seeing the preparation of serving the culinary.

Cultural heritage tourism offers a variety of visitor experiences, including educational activities, research, appreciation of artistic expressions, and engagement with authentic heritage objects (Ridwan & Aini, 2019). In this context, cultural tourism is conceptualized within tourism planning as a strategic effort to transform cultural assets into attractions that appeal to a wide range of tourists (Liu, 2020; du Cros & McKercher, 2015).

2.2. Community Participation and CBT

Community-based tourism (CBT) is widely recognized as a tool for empowering local communities by allowing them to define and manage tourism initiatives that support economic self-reliance and local development (Zhong et al., 2019; Pratiwi et al., 2024; Akbar et al., 2021; Anwar et al., 2024). Community-based tourism (CBT) is widely recognized as a participatory model in which local communities are empowered to shape tourism direction, manage their own cultural resources, and assume responsibility for all aspects of tourism development, implementation, and benefits distribution (Zhong et al., 2019; Giampiccoli & Saayman, 2016; Gopal, 2023). Community-based tourism offers various distinctive values such as natural beauty, historical heritage, cultural traditions, local ways of life, and conservation practices, which function as key attractions for visitors. These components are intentionally developed not only to promote sustainability but also to provide concrete economic benefits that directly support the welfare and livelihoods of the local community (Rocharungsat, 2010; Tatiyanantakul, 2021).

While Indonesia continues to emphasize the economic contribution of tourism, this does not necessarily contradict the principles of community-based tourism. Rather than rejecting economic growth, CBT offers a more inclusive development model that integrates local empowerment and equitable benefit distribution. Thus, CBT can serve as a complementary approach to ensure that economic growth does not come at the expense of community rights and participation (Rahayu & Sugi, 2015; Budiani et al., 2018). The principles of community-based tourism are environmental sustainability is guaranteed; promoted which is the pride of the community; the community is involved from the beginning in every field; quality of life is improved; recognize, support and promote community ownership in tourism; preservation of unique local character and culture; respect for cultural differences and human dignity; fostering cross-cultural learning; distribute earned gains fairly among members of the community; and donating regular income generation to community projects (Prasta, 2021; Suansri, 2003).

Community-based tourism can be initiated from within or outside the community, led by public, private, and non-governmental organizations or a combination thereof, applying either a top-down or bottom-up approach (Dangi & Petrick, 2021; Mtapuri & Giampiccoli, 2016). Bottom-up

community-based tourism approaches are usually associated with domestic markets, while top-down approaches are usually associated with international markets (Dangi & Petrick, 2021; Mtapuri & Giampiccoli, 2016).

Community participation in the form of community-based tourism is a must to have a successful CBT initiatives. Local participation has been acknowledged as a positive force that strengthens community engagement and supports national development objectives (Thetsane, 2019). Participation is generally understood as the voluntary involvement of individuals, driven by awareness and a sense of responsibility, within a group to achieve shared objectives. In the context of development, effective community participation requires the presence of certain enabling elements or conditions. A low level of participation is not merely a result of the community's unwillingness to bear the costs of development, but also reflects their limited capacity to articulate their own aspirations, directions, and goals. Some of the components that go into community participation are community's desire to play an independent role in an activity; the activity is carried out by the community to achieve a common goal; and to achieve the goal, the activity is carried out systematically or implemented with a management system (planning, implementation, and evaluation) (Soetrisno, 1995; Dewi & Ginting, 2022).

2.3. *Community Role in Sustainable Tourism Practice*

The desire to avoid negative impacts while still getting positive economic, socio-cultural and environmental benefits from tourism is the background of the concept of sustainable tourism. The concept of sustainable tourism became popular in the early 1990s. Sustainable tourism is defined in accordance with the Brundtland Commission (WCED, 1987) as tourism that satisfies the needs of the present without compromising the ability of future generations to meet their own needs. This definition has been widely adopted in tourism scholarship and organizational frameworks such as UNWTO, which elaborates that sustainable tourism development should meet the needs of current tourists and host regions while safeguarding future opportunities (UNWTO, 2001/2019). Sustainable tourism can be conceptualized as a form of alternative tourism, emerging in response to the adverse social, cultural, and environmental impacts of mass tourism. It emphasizes environmentally responsible practices, cultural authenticity, and meaningful engagement with local communities providing an ethical and sustainable alternative to conventional tourism models (Akhalia, 2023; Sriharun & Kampetch, 2020). Sustainable tourism is a form of alternative tourism that has the following principles according to Cahyadi (2019).

- a. Minimize the impact of tourism activities on the environment to achieve sustainability by contributing to the maintenance and improvement of conservation by returning part of the income to protected areas and developing forms of tourism that have no environmental impact.
- b. Minimize the negative impact of tourism activities on local communities so as to obtain social sustainability. develop forms of tourism that do not interfere with the daily lives of residents in tourist destinations to avoid conflict.
- c. Minimize the negative impact of tourism activities on the culture of local communities so as to obtain cultural sustainability. Develop tourism that is able to determine the authenticity and individuality of local culture to be preserved, and avoid their saturation with outside cultural influences.
- d. Maximize the economic benefits of local communities as a result of tourism development, thereby gaining economic sustainability. One of the most important principles of sustainable tourism is to serve the protection and economic development of local communities and protected areas.
- e. Educate tourists so that they can be aware of the impacts that will be generated by tourism so that they can increase their environmentally conscious attitude to reduce their impact.

f. Local communities participating in everything involving sustainable tourism development, and this is an active decision factor.

Community participation in sustainable tourism is important. There are stages in the sustainable tourism development (Dewi, Fandeli, & Baiquni, 2013):

Planning

This stage deals with community involvement in identifying problems, formulating goals, and making decisions related to the area for tourists. Involvement in every process including planning provides benefits to the community at large. It also relates to efforts to develop sustainable tourism from a socio-cultural aspect by involving the local community to develop the plan.

Monitoring

This stage is necessary because the local community has a very large control role in the development of tourist areas, which is realized by the formation of a tourist area supervisory team. Community participation in the supervision stage can be in the form of the formation of kinship or informal principles, where if there is a problem, local communities can coordinate with each other to get a solution. This supervisory function is also important for the creation of safety and comfort of tourists during their trip. (Rustini et al, 2022).

Implementation

This stage is indicated by the local community being actively involved in utilizing business opportunities that exist in the tourist area. Through the formation of businesses that support tourism capabilities in the region.

This implementation stage is not only in the form of direct action but also indirectly by providing input for program improvement and assisting through resources. The forms of community participation in sustainable tourism (Ira & Muhammad, 2020) are as follows:

Participation in brainstorming

This is done by thinking about ideas related to the advantages and disadvantages of the tourism area, by analyzing that it is possible to distinguish the right strategy for development in that area. If the community has an awareness of the benefits of tourism then the community will optimally improve the tourism area which will result in the opening of new businesses in the area, which is good for sustainable tourism.

Physical Participation

This relates to participation in spending time for the benefits received from the development of tourist areas. This participation can be seen through physical readiness in reserving areas to visit, tour guides, provision of facilities and infrastructure, and provision of equipment to support activities.

Participation of Ability and Skills

This participation relates to the contribution of the community's ability to form businesses that can support additional attractions in the tourist area. Manufacture of specialty food products, provision of homestays, creation of tour packages, providing tour guides, and others. The professionalism of the local community needs to be improved over time, this will improve the quality of services and lead to increased income.

Participation in Property

This is a contribution to support the development of the tourism area including the collection of development funds. This participation is usually collected from people who do not play an active

role, so the realization of this participation is in the form of donations of assets owned by the community.

3. Research Methodology

The method used in this research is a qualitative methodology with data collection method in the form of in-depth interviews and observations. In this study, documentation was collected as supplementary material to support the primary data, which consisted of observations and in-depth interviews conducted in months 3 and 4. Informants were selected using a purposive sampling strategy to represent diverse stakeholders directly involved in Braga Tourism Village. These included food merchants at Teras Braga (residents of RW.08) who experience tourism impacts daily, representatives of the Braga Tourism Awareness Group (POKDARWIS) who coordinate tourism activities, officials from Braga Village as local government representatives, and staff from the Bandung City Culture and Tourism Office as the main policy initiators. This selection aimed to capture perspectives from grassroots actors to institutional stakeholders. However, further research could expand to include other actors such as tour guides, café owners, or visitors. The interviews explored topics such as the community's role in tourism development, challenges in implementing community-based tourism, perceptions of the tourism village activation program, and the effectiveness of stakeholder collaboration. From the results obtained until September 1, 2023, after conducting observations and in-depth interviews, the data were processed using the qualitative analysis model by Miles and Huberman (1994), which consists of three steps: data reduction, data display, and conclusion drawing. In the data reduction stage, irrelevant or redundant information was eliminated to focus on significant findings. The remaining data were then organized and categorized thematically based on the focus of each discussion. Finally, the categorized data were interpreted to draw conclusions related to the implementation and dynamics of community-based tourism in Braga Tourism Village.

4. Result and Discussion

This section presents the findings of the research based on thematic analysis using the interactive model of Miles and Huberman (1994), which consists of three concurrent flows of activity: data reduction, data display, and conclusion drawing/verification. The analysis is structured around two key themes aligned with the research focus: community participation and the sustainability of cultural heritage tourism. The dimension of local economic contribution is discussed within these themes, particularly as a consequence of community involvement and a factor supporting heritage preservation.

4.1. Characteristics and Tourism Infrastructure of Braga Tourism Village

Braga Village is located in the heart of Bandung City and spans an area of approximately 55 hectares. According to data from the Braga Village Government (2023), it consists of four RW (Rukun Warga/community units) and 17 RT (Rukun Tetangga/neighborhood units), with a population of around 5,496 residents and 1,483 households. The area is situated at an altitude of 650–700 meters above sea level and experiences moderate rainfall with temperatures ranging from 23–27°C.

The village is part of the densely built urban area and holds a strategic position as a central business and tourism district. Various public facilities such as clinics, hotels, trade centers, banks, and small and medium enterprises (SMEs) are available and support tourism activities. Notably, Braga is recognized for its historical colonial architecture and is home to several heritage buildings such as Gedung Merdeka and Savoy Homann Hotel.

In 2019, the Bandung City Culture and Tourism Office (Disbudpar) officially designated Braga as a Cultural Heritage Tourism Village. This initiative was part of a broader tourism village activation program focusing on urban areas. The initial concept introduced by Disbudpar was “Kampung Wisata Kreatif Braga” (Braga Creative Tourism Village), which later evolved into a more heritage-oriented tourism village based on local characteristics and historical significance.



Figure 2. The Condition of Gang Cikapundung and Teras Braga

Source: Personal Documentation (2023)

These spatial, social, and cultural characteristics of Braga provide a strong foundation for developing community-based tourism rooted in cultural heritage values. The combination of architectural heritage, central location, and active commercial life creates both challenges and opportunities for sustaining tourism development while engaging the local community.

4.2. *Community Participation in Braga Tourism Village*

Community participation is a fundamental component of sustainable tourism. In the context of Braga, the findings show a shift from government-initiated top-down activation toward locally driven, community-led tourism initiatives. After the initial support provided by DISBUDPAR ended, residents began managing tourism programs independently.

One of the informants stated, “We, the residents of RW 08, created our own tourism programs because the city tourism office is no longer active” (Informant A, July 2023). This highlights a bottom-up initiative driven by community autonomy. However, structural gaps remain. The local POKDARWIS, once established to facilitate community participation, has become inactive. Another informant said, “The community is enthusiastic, but we are confused about what to do since there are no more activities” (Informant B, July 2023).

DISBUDPAR acknowledged this reality: “We only facilitated the initial phase, hoping the community would be self-sustaining” (Informant C, July 2023). Despite this, tourism continues, especially during weekends and special events. Local businesses report increases in income due to visitor traffic: “Our income has increased because tourists come” (Informant D, July 2023).

These statements suggest that community participation is driven not only by a sense of ownership but also by clear economic incentives. Participation is therefore both reactive to the withdrawal of state support and proactive in leveraging tourism for livelihood improvement.

The diversity of responses from various informants indicates a nuanced understanding of how local actors participate in sustaining tourism in Braga. These qualitative insights were then systematically reduced into meaningful codes and categorized into relevant themes to highlight the nature of community participation. The following table 1 summarizes the reduced data from interview transcripts:

Table 1. Reduced Data on Community Participation

Informant	Statement	Code	Theme
A	“We created our own tourism programs because the office is no longer active.”	Bottom-up initiative	Community Participation
B	“The community is enthusiastic, but we are confused what to do.”	Lack of facilitation	Community Participation
C	“We only facilitated the initial phase...”	Limited government support	Community Participation
D	“Our income has increased because of tourists.”	Economic motivation	Community Participation

Source: Analysis result (2023)

4.3. Sustainability of Cultural Heritage in Braga

Braga's identity as a cultural tourism village is closely tied to the preservation of its tangible and intangible heritage. Heritage buildings along Jalan Braga are under legal protection and cannot be modified externally. Informant F explained, “All buildings in Braga are protected heritage and cannot be altered” (July 2023). This aligns with the City of Bandung's commitment to safeguarding its colonial-era architectural legacy. Preservation efforts are also supported informally by the community. Informant E shared, “We keep our storefronts clean and intact because people come to photograph them” (July 2023). This form of voluntary conservation is motivated by aesthetic values and tourism-related income.

Table 2. Reduced Data on Cultural Heritage Sustainability

Informant	Statement	Code	Theme
E	“We keep storefronts intact for tourists to take photos.”	Visual conservation	Cultural Heritage Sustainability
F	“All buildings are protected and cannot be altered.”	Legal protection of heritage	Cultural Heritage Sustainability
G	“If we don't preserve this area, visitors will stop coming.”	Future-oriented awareness	Cultural Heritage Sustainability

Source: Analysis result (2023)

Local awareness of the need for sustainability is also evident. Informant G noted, “If we don't maintain this area, people won't come back” (July 2023). This suggests that the sustainability of cultural tourism in Braga is not only institutional but also rooted in community consciousness about

the long-term value of their heritage. To better illustrate the key elements of cultural heritage sustainability in Braga, interview excerpts were reduced and grouped thematically. This process clarifies how legal frameworks, community practices, and future-oriented perspectives interact to support sustainable tourism. The reduced data table below presents these insights in Table 2.

The thematic analysis shows that community participation in Braga Tourism Village has evolved from an externally initiated model to a grassroots-led initiative, driven by the residents' motivation to sustain tourism benefits despite limited government involvement. At the same time, the sustainability of cultural heritage is maintained through formal regulations and informal awareness among locals, creating a unique blend of preservation and adaptive use of heritage space. Moreover, economic benefits continue to serve as a strong incentive for local actors to participate and conserve their living environment, suggesting that the intersection of social, cultural, and economic motivations reinforces sustainable tourism practices in urban contexts.

5. Conclusion

The findings of this study confirm that community participation and cultural heritage preservation are the core drivers of sustainable tourism development in Braga Tourism Village. Although the initial activation was top-down, current tourism activities are largely sustained by local residents through independent initiatives, creative programs, and micro-businesses. This indicates a shift toward bottom-up governance in tourism management. Cultural heritage, particularly Braga's colonial architecture and historical identity, remains a strong tourism asset, maintained both through legal protection and community awareness. The community's sense of ownership and economic benefit reinforces their motivation to preserve the area. Overall, the synergy between active community involvement and heritage conservation demonstrates that sustainable urban tourism is possible when local actors are empowered and culturally rooted resources are protected.

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