

Article

Community and Society Collaborative Event Model at Karimba Fest 2024 Tanjung Belit, Riau

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Abstract: This research aims to develop a hexahelix collaborative event model for organizing Karimba Fest 2024 in Tanjung Belit, Riau. The research method uses a qualitative approach with data collection techniques through participatory observation, in-depth interviews, and Focus Group Discussion (FGD). The results showed that collaboration involving the government, entrepreneurs, communities, independent institutions, media, and academics in planning, implementing, and evaluating events contributed to the successful organization of Karimba Fest 2024. The collaborative event model developed consists of stages: 1) identification of hexahelix potential and needs; 2) formation of collaborative work teams; 3) participatory event planning; 4) collaborative event implementation; and 5) participatory monitoring and evaluation. This research contributes a collaborative event model that can be applied in developing hexahelix-based tourism events with an impact on environmental and cultural preservation.

Keywords: Collaborative Event; Community; Hexahelix; Local community; Tourism development.

1. Introduction

Community and local community-based tourism has been growing in recent years. This approach emphasizes the active involvement of local communities and communities in the planning, management, and development of tourism in their area [1]. One form of community and local community-based tourism implementation is organizing collaborative events involving various stakeholders, including local communities [2].

Collaborative events are one of the strategies to develop sustainable tourism and benefit local communities and people [3]. However, organizing collaborative events often faces challenges, such as lack of coordination between stakeholders, limited resources, and low participation of local communities and people. Therefore, a collaborative event model is needed that can optimize the involvement of local communities and communities in organizing tourism events.

The community-based tourism approach provides economic benefits to local communities and raises awareness about the importance of cultural and environmental preservation [4]. Environmental and cultural preservation are intertwined, where local wisdom and community traditions play an important role in preserving nature and cultural identity [5]. Sustainable development requires the integration of cultural and environmental preservation to achieve sustainable community welfare. By involving communities in every planning and implementation stage, community-based tourism can create more equitable economic opportunities, especially for groups that previously received less attention. The active involvement of local communities in tourism events also allows them to voice their needs and desires, so that tourism developed becomes more inclusive and responsive to community aspirations. This

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also has an impact on improving the quality of relationships between the government, entrepreneurs, communities, independent institutions, media, and academics, which in turn supports the sustainability of tourism events in the future.

Kampar Regency, located approximately 51 km from the capital of Riau Province, is one of the regencies with an area of 11,289.28 km² and consists of 21 sub-districts. Based on demographic data, the population of Kampar Regency reaches 753,376 people, which shows diverse economic potential, including the plantation, agriculture, and livestock sectors. In the context of tourism, Kampar Regency has various interesting attractions, such as Muara Takus Temple, a historical relic of Buddhism, and Koto Panjang Hydroelectric Lake, which is located on a strategic route. In addition, the Jami Mosque serves as an important place of worship, while the Equator Monument and Gunung Sahilan Palace add to the attraction of tourists. With a total of 37 tourist attractions covering cultural, natural, and historical aspects, Kampar Regency has significant potential to attract local and foreign tourists, thus contributing to regional economic growth through the development of the tourism sector [6].

Furthermore, this research is important, as it can guide tourism event managers to create a more effective and sustainable collaborative model. Given the existing challenges, such as lack of coordination, limited human resources, and event facilities, the model generated from this research can introduce new strategies that encourage stronger collaboration between various parties. One of the significant advantages of collaborative events is that they can open up opportunities for increasing the capacity of local communities to manage tourism destinations, both economically and in terms of environmental and cultural preservation [7]. The developed model is expected to be a reference for other tourism event organizers in Indonesia to optimize regional potential and strengthen the role of the community in community-based tourism development.

This research aims to develop a collaborative event model between the community and local people in organizing Karimba Fest 2024 in Tanjung Belit, Riau. Karimba Fest is an annual tourism event organized by the Kampar Regency Government that involves the government, entrepreneurs, the community, independent institutions, media, and academics. This research is expected to contribute as a collaborative event model that can be applied in developing hexahelix-based tourism events, impacting environmental and cultural preservation in Indonesia.

2. Preliminaries or Related Work or Literature Review

2.1. Community-Based Tourism and Stakeholder Participation

Community-Based Tourism (CBT) emphasizes local ownership and the involvement of residents in the planning, development, and management of tourism activities. Numerous studies underline the importance of empowering communities in order to create sustainable tourism models that reflect the local identity and conserve environmental resources [8]; [9]. According to Bai (2024), integrating cultural assets with tourism practices can revitalize rural communities by boosting economic activities and fostering a collective sense of heritage[10].

Local participation not only increases social equity but also enhances destination image and authenticity [11]. However, challenges such as limited access to funding, lack of coordination among actors, and weak institutional capacity remain prevalent [12]. In response, governance models that enable structured cooperation among diverse stakeholders are being increasingly proposed.

2.2. Evolution of Collaborative Models: From Triple Helix to Hexahelix

The Triple Helix model, introduced by Etzkowitz and Leydesdorff, initially focused on the interplay between university, industry, and government. This was expanded into the Quadruple Helix with the inclusion of civil society as a key actor in knowledge co-creation and innovation [13]. More recently, the Hexahelix model has emerged as a comprehensive framework involving six pillars: government, business, community, academia, media, and independent institutions [14]; [15].

The Hexahelix model is particularly relevant in tourism event development because it facilitates synergy across sectors, ensuring not only effective event organization but also wider social, cultural, and ecological impact [16]; [17]. Studies show that media and independent institutions contribute significantly to transparency, accountability, and promotional reach, which are often overlooked in narrower models [18].

2.3. Case-Based Evidence on Collaborative Tourism Events

Prior research demonstrates the successful implementation of collaborative event models in various Indonesian contexts. Candraningrum et al. (2021) describe how micro travel influencers and local communities cooperatively promoted Labuan Bajo through digital storytelling. Similarly [2], Nasrullah et al. (2023) outline a model of participatory tourism planning that integrates local wisdom into destination branding and management [7].

At the same time, Maliuta et al. (2021) emphasize that successful event management in tourism relies on a strong organizational structure and active multi-stakeholder engagement, particularly in rural and heritage-rich areas [19]. The findings from Karimba Fest 2024 resonate with this view, where the festival's collaborative planning and implementation processes illustrate the strength of Hexahelix in aligning diverse interests towards sustainable outcomes.

2.4. Research Gap and Contribution

While the theoretical importance of collaborative tourism models has been established, there remains a scarcity of operationalized frameworks that provide practical guidance for stakeholders—especially in conservation or rural zones. Clara (2024) argues that the lack of integration between stakeholder roles, especially MSMEs, local communities, and government, often hinders sustainable tourism growth [20]. Furthermore, environmental aspects are frequently marginalized in favor of economic objectives [18].

This study addresses those gaps by offering a structured five-phase collaborative model: from stakeholder identification to participatory evaluation, emphasizing inclusive governance and environmental-cultural preservation. The case of Karimba Fest 2024 presents a replicable approach that other regions can adopt, particularly those facing coordination and resource constraints. It also responds to the need for contextualized CBT models rooted in local identity, heritage, and cross-sector synergy.

3. Proposed Method

This research used a qualitative approach with a case study design. The qualitative approach was chosen because this research aims to explore the development of a collaborative event model between the community and the local community in organizing Karimba Fest 2024 in Tanjung Belit, Riau. The case study design is used to investigate contemporary phenomena in depth in a real-life context [21].

The research was conducted in Tanjung Belit, Kampar Regency, Riau Province. This location was chosen because it was the venue for Karimba Fest 2024. The research was conducted for 4 months, from May to August 2024. The population in this study were all stakeholders involved in organizing Karimba Fest 2024, including the government, entrepreneurs, communities, independent institutions, media, and academics. The research sample was determined using a purposive sampling technique: selecting key informants with relevant and in-depth information related to the research topic [22]. The sample in this study amounted to 30 people consisting of representatives of the Government (3 people), entrepreneurs (5 people), independent institutions (8 people), media (3 people), academics (2 people) and local communities (9 people).

The data collection techniques used in this research include participatory observation, in-depth interviews, and Focus Group Discussion (FGD). The participatory observation was conducted by researchers directly involved in the planning and organizing activities of Karimba Fest 2024. In-depth interviews were conducted with key informants using semi-structured interview guidelines. FGDs were conducted by inviting representatives from the

government, entrepreneurs, communities, independent institutions, media, and academics to discuss the development of a collaborative event model for organizing Karimba Fest 2024.

The data collected in this study were analyzed using qualitative data analysis techniques consisting of three activity streams: data reduction, data presentation, and conclusion drawing/verification[23]. Data was reduced by selecting, focusing, simplifying, abstracting, and transforming data that emerged from field notes, interview transcripts, and documents. This process aims to identify the information most relevant to the phenomenon under study and develop categories that emerge from the data. Data presentation was done in the form of narrative text, matrices, graphs, and diagrams to provide a clear and comprehensive picture of the relationship between the categories that had been identified. Furthermore, conclusion drawing/verification is done by looking for patterns, themes, relationships, similarities, and differences from the data that has been presented. This process is important to ensure that conclusions are based on valid and accountable data. With this approach, data analysis is expected to provide deep insights into the phenomenon under study and contribute to developing relevant theories in the research context.

This research used source and method triangulation techniques to ensure data validity. Source triangulation was conducted by comparing data from various sources: the government, entrepreneurs, communities, independent institutions, media, and academics. Method triangulation was conducted by comparing data obtained through participatory observation, in-depth interviews, and FGDs.

4. Results and Discussion

4.1. Results

a. Identification of Potential and Needs of Local Communities and People

The results showed that Tanjung Belit Village has excellent potential to develop community-based tourism events and local communities. This potential includes natural beauty, cultural wealth, and the local community's hospitality. However, this potential has not been fully optimized due to limited human resources and facilities for managing tourism events.

One resident stated, "Tanjung Belit has tremendous tourism potential, but so far, it has not been managed properly. The people here want to be involved, but they do not know how." (Mahludi, personal communication). This shows that the community desires to participate but needs guidance and training to contribute effectively.

The need identified in this research is to increase the capacity of the hexahelix in planning, managing, and evaluating tourism events. The hexahelix model refers to collaboration between the government, businesses, communities, independent institutions, media, and academics. In addition, support from the Kampar Regency Government is also needed in the form of regulations, funding, and facilities to support the development of community-based tourism.

Considering the existing potential and identified needs, this research aims to guide tourism event organizers in creating a more effective and sustainable collaborative model. It is hoped that the results of this study can serve as a reference for other tourism event organizers in Indonesia to optimize regional potential and strengthen the role of the community in community-based tourism development.

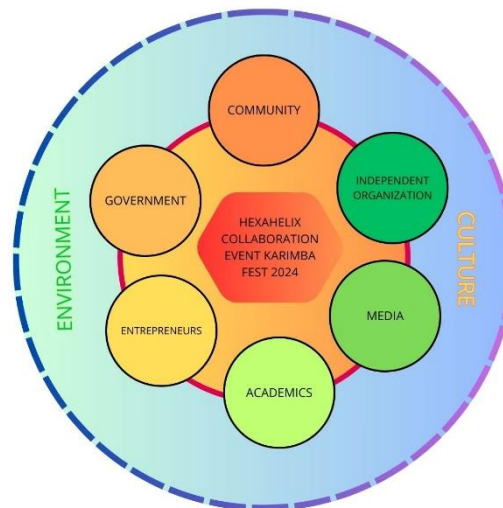


Figure 1. Hexahelix Model

The Hexahelix model in Figure 1 illustrates a complex collaboration model in tourism development at Karimba Fest 2024, which not only involves six key stakeholders and focuses on environmental and cultural aspects as central elements. The model shows how government, businesses, communities, independent institutions, media, and academia interact and work together in an integrated system.

At the centre of the hexahelix model are two important elements that are the main focus of collaboration, namely environment and culture. The environmental element refers to efforts to conserve and sustainably utilize natural resources in the Tanjung Belit area, including the Rimbang Baling conservation area. The cultural element refers to preserving and promoting local cultural heritage, including the local community's traditions, arts, and wisdom.

The six stakeholders in this model work together with different but complementary roles. The government plays a role in regulation and facilities, businesses provide products and services, communities are actively involved in planning and implementation, independent institutions provide funding and organization, the media helps promote, and academics provide scientific studies. All these roles are integrated to maintain a balance between tourism development and environmental and cultural preservation.

b. Establishment of a Collaborative Working Team

Establishing a collaborative working team is crucial in developing a collaborative event model, such as Karimba Fest 2024, which involves various stakeholders. The team comprises representatives of government, businesses, communities, independent organizations, media, and academia. The formation process began with identifying all relevant stakeholders to ensure that all perspectives and needs were accommodated. After identification, a clear team structure was developed, including specific tasks and responsibilities for each team member, such as a general coordinator, planning team, promotion team, and logistics team.

Training and capacity building were also emphasized to enable all team members to contribute effectively. Regular coordination meetings were held to monitor progress, discuss challenges, and share ideas and solutions. Community participation is strongly encouraged in every planning and implementation stage through Focus Group Discussions (FGDs) and community surveys to gather input. After the event is implemented, monitoring and evaluation are conducted to assess the team's performance as well as the outcome of the event, including collecting feedback from participants.

Following these steps, it is hoped that forming a collaborative working team can go well and result in careful planning and successful and sustainable implementation of Karimba Fest 2024. The active involvement of various parties in this process ensures the festival's success.

and strengthens the local community's sense of ownership towards tourism development in their region.

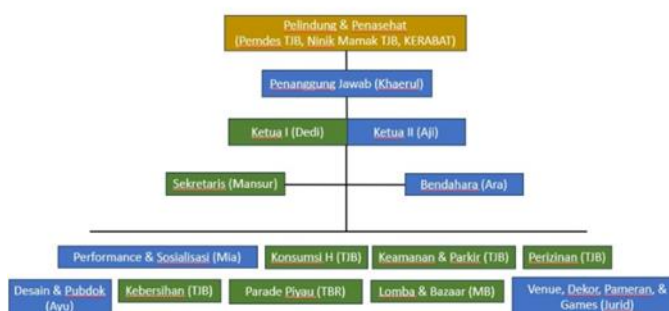


Figure 2, Karimba Fest 2024 Collaborative Work Team Structure

This team structure was established to make Karimba Fest a success, an event involving various community elements. The Patron & Advisor, consisting of the Tanjung Belit Village Government, Ninik Mamak, and Relatives, provides direction and moral and cultural support. The Person in Charge (Khaerul) ensures that all planning and implementation goes according to the vision of the event, with coordination from the First Chairman (Dedi) and Second Chairman (Aji), who lead and oversee the running of each field. The Secretary (Mansur) oversees administrative records, documentation, and communication between committees, while the Treasurer (Ara) manages the budget to meet the event's needs. Various fields were mobilized to support the success of Karimba Fest, including Performance & Socialization (Mia) who took care of the performers and promotions; consumption (Tanjung Belit), provided food for participants and committees; and Security & Parking (Tanjung Belit) who was responsible for smooth traffic and location security. Licensing (Tanjung Belit) ensures that all official permits are met so the event runs smoothly without legal obstacles. In the visual and communication aspect, Design & Publications (Ayu) handles the creation of promotional materials, while Cleanliness (Tanjung Belit) keeps the event area clean and comfortable. Piyau Parade (Tanjung Beringin) organizes the cultural procession as the main attraction, while Competition & Bazaar (Muara Bio) presents various competitions and trade booths to boost interaction and the local economy. Finally, Venue, Dekor, Pameran, & Games (Jurid) ensures that the event location is well organized, the decorations match the theme, and there are various interactive activities for visitors. With this clear division of tasks, the entire team worked together to deliver a festive, organized, and memorable Karimba Fest for all participants.

c. Participatory Event Planning

Participatory event planning involves all members of the collaborative work team. In this stage, the theme, concept and event series of Karimba Fest 2024 were identified. In addition, the roles and responsibilities of each member of the work team were also divided.

Karimba Fest 2024 event planning results from a hexahelix collaboration involving all stakeholders in designing the theme, concept and series of events. This participatory planning process reflects the bottom-up approach in community-based tourism development.

The theme "Preserving the Nature and Culture of Negeri Rantau Andiko" is based on the historical and socio-cultural context of the area. Rantau Andiko, once a Nigerian under the authority of Yang Dipertuan Gunung Sahilan, is now known as the Rimbang Baling area. This theme reflects the urgency of nature and culture preservation for all stakeholders, especially local communities and tourists.

The branding "Karimba", which is an acronym for "Karya Rimbang Baling", was developed by the Indonesia Ecotourism Network (indecon) as the region's tourism identity. The festival has several strategic objectives: first, to introduce and promote the tourism potential of Rimbang Baling; second, to increase community awareness and pride in natural and cultural

resources; third, to accommodate the expression of local cultural works and arts; and fourth, to attract potential domestic tourist segments.

The event concept is designed through four main manifestations that integrate aspects of culture and tourism. First, there will be a Local Works Exhibition featuring the results of community creativity and the output of the Kerabat Consortium's assistance, providing a platform for local artists to showcase their work. Next, the Art & Culture Stage will accommodate traditional art performances from the Land of Rantau Andiko, presenting the beauty and richness of culture through various art forms such as dance and music. In addition, the Piyau Bakajang Kain Parade will feature traditional boats adorned with distinctive decorations from each village, celebrating unique local identities. Lastly, the Culinary Competition & Bazaar will facilitate a traditional culinary competition, where participants can showcase their cooking skills while providing a variety of local dishes for visitors to enjoy. With this series of events, the festival aims to celebrate and preserve local culture while attracting tourists to enjoy the region's unique traditions.

The festival on August 31, 2024, at the Subayang River Pier and Tanjung Belit Village Football Field was structured into a systematic series of events. Starting with preparations and parades (08.00-10.30), followed by the formal opening and Micro, Small and Medium Enterprises (MSMEs) bazaar (11.05-11.45), culinary competition and launching (13.40-15.10), art performances and appreciation distribution (14.55-17.35), and the peak of the event (20.00-22.30).

This event is a manifestation of collaboration between three

Effectiveness of a collaborative approach in tourism villages (Tanjung Belit, Muara Bio, and Tanjung Beringin) with the Kerabat Consortium (YAPEKA, INDECON, FHK) supported by IUCN/KfW. This collaborative structure reflects the implementation of the hexahelix model in sustainable community-based tourism development.

The application of participatory planning in Karimba Fest 2024 demonstrates the events. This model ensures the representation of all stakeholders' interests and strengthens the local community's sense of ownership of tourism development in their area.

Table 1. division of roles and responsibilities of the collaborative work team in planning Karimba Fest 2024

Parties	Roles and Responsibilities
Local Community	<ul style="list-style-type: none"> • Get involved in the planning and execution of the festival, including volunteering. • Presenting and promoting local culture and traditions during the festival • Provide accommodation and services for visitors, such as food and local crafts
Independent Institution	<ul style="list-style-type: none"> • Provide funding from the project activity fund source. • Organize all aspects of the festival, including scheduling, site selection, and event set-up. • Conduct post-event evaluations to assess the impact and success of the festival.

Media	<ul style="list-style-type: none">• Promote the festival through various communication channels to increase visibility.• Cover the event and provide reports that can attract the attention of more visitors.• Disseminate information about the cultural and environmental values promoted by the festival.
Academics	<ul style="list-style-type: none">• Conduct research and analysis to support festival development.• Provide insights and recommendations based on studies of festivals' social and economic impacts.
Entrepreneurs	<ul style="list-style-type: none">• Provide relevant products and services for the festival, such as food, crafts and accommodation.• Collaborate on festival promotions to attract more visitors.
Government	<ul style="list-style-type: none">• Issue necessary permits for the organization of the festival• Provide public facilities such as security, hygiene, and supporting infrastructure• Promote the festival through official government channels to attract visitors

¹Source: Researcher's data, 2024

The success of the festival depends on the active role of various parties. Local communities are involved in implementing and promoting culture, while independent organizations are responsible for funding and coordination. The media helps increase visibility through promotion and coverage. Academics provide research-based insights, while businesses provide products and services that support the festival. The government ensures the smooth running of the event through licensing, facilities, and promotion. The collaboration of all these parties ensures that the festival is effective and impactful.

d. Collaborative Event Implementation

The implementation of Karimba Fest 2024 was carried out following the plan developed by the collaborative work team. Each party carried out their respective roles and responsibilities synergistically and coordinatedly. One of the key success factors in implementing Karimba Fest 2024 was the involvement of local communities and other collaborators. The community members act as spectators, actors, and event managers.

Active community participation is important in strengthening local cultural and natural identity while creating a sense of belonging to festivals held in conservation areas. With the theme "Sustainable Nature and Culture of Rantau Andiko Country", Karimba Fest features various cultural attractions, arts, and educational activities to preserve local traditions and wisdom. Various elements of the community, including nine mamak, village government, art groups, and local businesses, played a role in the success of this event. The diversity of

programs offered in this festival is also a unique attraction for tourists from within and outside the region.

As a festival rooted in nature and culture conservation efforts, Karimba Fest shows excellent potential in attracting tourists and developing the local wisdom-based creative economy sector. The sustainability of this event is expected to be realized every year to increase the number of tourist visits and provide economic benefits for the local community. In addition, the festival also serves as an educational medium for the younger generation to understand and preserve their cultural heritage.

"The festival with the theme of sustainable nature and culture of the rantau andiko country, initiated by communities in conservation areas, shows great potential for attracting tourists. We hope this festival can be organized sustainably, ideally every year, to increase tourist visits. The presence of nine mamak in every festival is expected to oversee and support tourism development. Hopefully, next year, this festival can be held again, and we will experience an increase in quality as proof of the seriousness of the Karimba area in maintaining and utilizing its natural and cultural potential for tourism." (Florida Pardosi, 2024).



Figure 3, Opening of Karimba Fest (Florida Pardosi/Director of Destination Management, Ministry of Tourism and Creative Economy)

Source: <https://www.instagram.com/anugerahdesawisataindonesia>

The image provides a visual depiction of the opening moment of Karimba Fest 2024, which is in line with the explanation in the Collaborative Event Implementation section. In the image, Florida Pardosi, Director of Destination Management at the Ministry of Tourism and Creative Economy, is seen giving a speech on the main stage. Her presence shows the government's support for the development of culture and nature-based tourism, which is the main focus of Karimba Fest.

e. Participatory Monitoring and Evaluation

Participatory monitoring and evaluation were conducted by the collaborative working team following the implementation of Karimba Fest 2024 to assess the event's success and identify areas of improvement for future events. This process involved data collection through various methods, including visitor surveys, business interviews, and focus group discussions with team members and local communities.

The monitoring and evaluation results showed that Karimba Fest 2024 attracted more than 1,000 visitors and had a significant economic impact on the local community. This impact can be seen from the increased income, business opportunities that arise, and the development of the tourism sector. Micro, Small and Medium Enterprises (MSMEs), such as food vendors, artisans and service providers, benefited from the increased number of visitors during the festival. In addition, the accommodation sector also benefits from the increased demand for lodging.

The festival also creates temporary jobs for the community, such as cleaning, security and tour guides. The event's success also contributes to local revenue through taxes and attracts investors to support local businesses. Thus, Karimba Fest 2024 celebrates culture and encourages regional economic growth.

However, there are some improvement notes related to waste management, which is a crucial issue in organizing events and coordination between parties that need to be improved for the next event. These findings show the importance of more careful planning and better collaboration between all stakeholders to ensure the sustainability and effectiveness of future events.

Overall, the monitoring and evaluation results provided a positive picture of the economic and social impacts of Karimba Fest 2024 and highlighted the need for improvements in environmental management for future events.

4.2 Discussion

Developing a collaborative event model for organizing Karimba Fest 2024 in Tanjung Belit, Riau, provides valuable lessons on collaboration between the government, communities, and local people in tourism development. This collaboration improves the quality of event organization and positively impacts environmental and cultural preservation. Regarding the environment, the festival raised awareness of the importance of protecting nature through education, better waste management, and conservation activities such as planting trees and cleaning tourist areas. Meanwhile, in terms of culture, the festival provides a platform for artists and indigenous communities to showcase traditional arts, music and crafts so that cultural heritage is increasingly recognized and appreciated. In addition, the younger generation gets the opportunity to learn and preserve traditions, while the empowerment of indigenous communities ensures that local wisdom is kept alive.

However, implementing this collaborative event model also faces several challenges, such as limited human resources and event facilities and differences in interests between parties in event management. These challenges must be addressed wisely through intensive communication, transparency, and mutual commitment to achieve more significant goals.

The results of this study contribute to the development of literature on hexahelix-based tourism events with an impact on environmental and cultural preservation. The collaborative event model developed in this study can be a reference for further research in the same field. In addition, the results of this study can also be an input for policymakers in formulating a more inclusive and sustainable tourism development strategy.

This research successfully developed a collaborative event model between the government, community and local people in organizing Karimba Fest 2024 in Tanjung Belit, Riau. The model consists of five main stages, namely: (1) identification of the potential and needs of local communities and society; (2) formation of collaborative work teams; (3) participatory event planning; (4) collaborative event implementation; and (5) participatory monitoring and evaluation. It also has an impact on environmental and cultural preservation.

Implementing this collaborative event model has proven effective in improving the quality of organizing Karimba Fest 2024 and providing benefits for the government, entrepreneurs, communities, independent institutions, media, and academics. However, implementing this model also faces several challenges that must be addressed wisely through communication, transparency and mutual commitment.

This research contributes significantly to the development of literature on community-based tourism events and the role of local communities in organizing events. The findings in this study also provide insights for policymakers in formulating more inclusive and sustainable tourism development strategies by emphasizing the importance of collaboration between various stakeholders. The developed hexahelix-based collaborative event model, which involves the government, entrepreneurs, communities, independent institutions, media, and

academics, can be adapted to strengthen the active participation of local communities in every stage of event planning and implementation.

In addition, this research opens up opportunities for future research to explore the application of this collaborative event model in different contexts or develop other collaborative models in tourism development. Thus, this research not only contributes to the existing literature but also provides practical recommendations for developing tourism events that are more effective sustainable, and support the preservation of the environment and local culture.

5. Comparison

5.1. Comparison with Previous Collaborative Frameworks

Most previous models of stakeholder collaboration in tourism have primarily focused on the Triple Helix or Quadruple Helix frameworks, which emphasize interactions among government, academia, and business—with some expanding to include community involvement [13]. However, these frameworks often fall short in addressing the nuanced and grass-roots-level challenges of tourism event organization, particularly in conservation or remote rural areas.

By contrast, this study operationalizes the Hexahelix model—incorporating media and independent institutions—to reflect a more holistic governance structure. This is aligned with the findings of Fajarudin et al. (2024) and Kartika et al. (2024), who emphasize that collaboration among these six actors is crucial for maximizing the socio-cultural and environmental impact of tourism events[14]; [15].

While studies such as those by Putra et al. (2022) and Ibal et al. (2023) propose strategic frameworks for Hexahelix collaboration, their focus has been more on policy design or macro-level tourism development [17]; [16]. In contrast, the present study contributes a micro-level operational framework specifically tailored to event planning and execution, including stakeholder roles, decision-making processes, and community engagement mechanisms.

5.2. Community Empowerment and Cultural Preservation

Many existing CBT studies highlight the benefits of community involvement but lack structured models that can guide implementation [9]; [8]. This research builds on the work of Nasrullah et al. (2023) and Permadani & Mistriani (2021), offering a step-by-step participatory model—from need identification to evaluation—that centers on both cultural preservation and environmental sustainability[7]; [4].

Bai (2024) discusses how integrating culture and tourism can revitalize rural communities, but does not provide a specific mechanism for such integration[10]. Karimba Fest 2024, on the other hand, shows a real-world application of this idea through event components like the Piyau Parade, local art showcases, and culinary competitions, which directly reflect the community's cultural identity and traditions.

5.3. Environmental Integration and Sustainability

While several studies address the environmental impact of tourism development, few present event-level interventions. Baloch et al. (2022) propose a sustainability framework for ecotourism, yet focus largely on long-term development strategies[18]. This research contributes a tangible short-term model that embeds environmental themes—such as eco-education, green event management, and local conservation messaging—into festival planning and delivery.

Moreover, the model's participatory monitoring and evaluation phase mirrors Lawton & Weaver's (2015) recommendation for post-event assessments to inform future sustainable planning [24]. Feedback loops involving visitors, local businesses, and residents provide a basis for adaptive management and stronger future engagement.

5.4. Policy and Practical Relevance

From a policy perspective, this study complements and operationalizes national and regional strategies for sustainable tourism, especially those targeting rural and conservation areas. As highlighted by Mahmudin et al. (2024), Indonesia's priority tourism destinations require context-sensitive, locally driven models [25]. Karimba Fest's success reinforces the importance of empowering local actors and creating replicable governance models.

In sum, while previous literature has laid important theoretical and strategic foundations, this research makes a distinctive contribution by offering an actionable collaborative model that reflects both the spirit of community-based tourism and the complexities of real-world implementation. It provides a practical, scalable framework that can inform both academic discourse and policy-level decisions for tourism event development in Indonesia and similar contexts globally.

6. Conclusions

This research used a qualitative approach and found that collaboration between the government, businesses, communities, independent institutions, media, and academics (hexahelix) in event planning, implementation, and evaluation is critical to the event's success. The model developed consists of identifying potential and needs, forming collaborative work teams, participatory event planning, collaborative event implementation, and participatory monitoring and evaluation.

Karimba Fest 2024 succeeded in becoming a platform to promote Rimbang Baling's tourism potential, increase community awareness of natural and cultural resources, and accommodate local cultural expressions. The event concept was designed in a participatory manner involving all stakeholders, resulting in four main manifestations: an exhibition of local works, cultural arts performances, educational tours, and a culinary market. The active involvement of the local community and support from the local government are key to the successful implementation of this event.

This research successfully developed a collaborative event model between the government, community and local people in organizing Karimba Fest 2024 in Tanjung Belit, Riau, which consists of five main stages: identification of community potential and needs, formation of collaborative work teams, participatory planning, collaborative implementation, and participatory monitoring and evaluation. The model improved the quality of event organization and provided benefits for local community empowerment and environmental and cultural preservation. Based on the research results, it is recommended that the Kampar Regency Government develop regulations that support community-based tourism events and allocate a budget for community capacity building. In addition, it is important to increase the capacity of all stakeholders in planning, management and evaluation through training and collaboration. Hexahelix collaboration must also be strengthened by establishing sustainable forums or working groups. This model can be adapted to develop similar events in other regions considering the local context.

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