

## LOCAL COMMUNITY PARTICIPATION AND ECONOMIC IMPACT OF PENTINGSARI VILLAGE TOURISM YOGYAKARTA

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### *Abstract*

*The purpose of this study was to determine and analyze the level of community participation in Pentingsari Village Tourism management Yogyakarta. There are many activities involve the local communities, such as cooking class, traditional dancing, painting, out bond and local activities likes planting rice and fishing. The level of local people participation is based on the theory of public participation Level (Tosun, 1999), that is categorized into spontaneous, induced and coercive. This study measured the level of participation by Tosun Theory (1999), the same as previous research of Agustini and Suarhana (2016), then analyzed its impact on the economy to local communities. Methodology used in this research are qualitative and quantitative analysis using Partial Least Square (PLS). In depth interview conducted to 8 key informants in managing Pentingsari Village Tourism and 40 respondents whom involved in tourism village activities. The finding of this research is that community participation in tourism activities impact 29,2% to economy. It was generate income, providing employment, increase the amount of production, marketing network and promote the Pentingsari Village Tourism to the world. The implications of this study are to raise the level of community participation in various tourism activities. Thus the local community's economy will improve, the standard of living and welfare of the people is also increasing. Limitations of this study only focus on the economic, social and environment aspects; in fact, many other aspects that rose up as the impact of community participation in tourism activities need to be further analyzed.*

**Keywords:** *tourism activities, participation, impact.*

### INTRODUCTION

Indonesian government expects tourism becomes one of foreign exchange producer countries with increasing number of visits to Indonesia. In 2014 tourist visit to Indonesia reached 9,7 million, therefore in 2019 the number of visit may raise to 20 million tourists including from ASEAN countries. It is aware that our priority not only in the great number, but also the qualified

tourists (quality tourism). Related to this expectation, the government should provide facilities, infrastructure, and human resources which offer excellent service besides prepare new tourist destination.

Researcher Study Center Gadjah Mada University Baiquni (2016), expects the utilization of funds village in Yogyakarta can be optimized for the potential

development of rural tourism in order to improve the welfare of society. In realizing the people's participation in village tourism village governments need courage to propose the development of rural tourism and the agricultural community to change the paradigm of the tourism industry. Head of Destination Development Tourism Office (DIY) Yogyakarta, Nugrahadi (2017) said that the development of rural tourism in the province until now continues to be optimized with community participation. The number of registered tourist villages in five districts / towns numbered 122, with a distribution of 38 tourist villages in Sleman, 14, a tourist village in Gunung Kidul, 27 in Yogyakarta, 33 in Bantul, and 10 in Kulon Progo, Nugrahadi

Among the 38 villages in Sleman, one of which is the Tourism Village Pentingsari. Since the stand up until today, Pentingsari Tourism Village has contributed a great deal in the development of community-based tourism in Yogyakarta, Suarthana (2015). During the reign of the Minister of Tourism and Creative Economy, Mari Elka Pangestu in 2013, reward Village Tourism Pentingsari as the best tourist village in 2013 (Suarthana, 2015). This is an indicator that the Tourism Village Pentingsari very popular. Activities in this tourist village involve local communities in the provision of accommodation, food, drink, a tour guide and lecturer of cultural arts activities (Agustini and Suarthana, 2016).

The growth of Indonesian tourism increases annually and supported by varieties tourist attractions. For those tourists who are interested in nature attractions and village tourism, it is required an

innovation to create a tourist destination. Previously, tourists who have special interest known as rural tourism. Then, it is expanded to various parts worldwide and commonly mentioned as village tourism.

There is a shift from beach tourism into ecotourism of rural areas which has natural panorama and cultural art to be enjoyed. Indonesia consists of the various islands which have many nations and different customs. Indonesia has great potential to develop village tourism as a tourist attraction for those who have special interest on nature, culture, and customs lovers in rural areas. Besides, there should be a concept to make balancing income for local community or villagers.

Indonesia still has the community with lower income and belongs to poor community which is commonly found in rural areas. Therefore village tourism should be developed in order to decrease the number of poor community in rural areas. By the time, the rural community areas were less empowered to increase their economy and the village environment was ignored. Village tourism according to Hesbullah and Ashari (2015) is an independent village with potentials owned can be sold as tourist attraction without involving investors.

Village tourism management was less professional and it does not much involve local communities. In this case a change in management must be taken. Terminologically, village tourism is a village management from the community, by the community, and for community. The involvement of the community has been begun on compiling ideas, planning, and the implementation. The

results as a consequence of community involvement will be able to improve local community's social cultural, environment, and economy. Community participation highly determines the success of village tourism. The increasing number of public participation is known if the community felt the benefits especially in economic benefits and in their daily. The recognition of village tourism since the changing phase in 1970, which is funded by the World Bank and International Development Bank by dismissing assistance to beaches tourism and diverted assistance to rural tourism, one of them is village tourism (Honey, 2003).

Based on pre-research observations, yet many researchers did research on the impact and benefit obtained in village tourism management, especially for the local communities. Therefore, it is necessary to conduct comprehensive research about village tourism management by local community participation. This research took place in village tourism Pentingsari, Yogyakarta.

## **LITERATURE REVIEW**

### **Community based Tourism**

Village tourism has become the pillar of expectation not only to reduce poverty or enhance well-being, but also as a model of ideal tourism development in Indonesia (Putra, 2010). Further, Madiun (2008) examines forms of public participation conducted at the beginning of the planning phase and developing the area in Nusa Dua is manipulative participation. Related to the concept of comparative study among village tourisms in Thailand, Bruegel (2013) defines the relation between type of local participation in tourism

development and communities' perceptions of the result of projects tourism implemented.

Some other concepts which are relevant to this research including the concept of village tourism, the concept of pro-communities tourism, tourism based community, and the impacts appear including the impact of social culture, environment, and economy (Nuryanti, 1993). Village tourism is defined as a form of integration between accommodation attraction and supported fantasy offered in a structure of community life which is fused to ordinances and tradition prevailing.

Inskeep (1991) defines village tourism is where small groups of tourists stay in or near traditional often remote villages and learn about village life and the local environment." It is clearly stated that rural tourism is a small group of tourists who lives in or nearby traditional circumstances in the remote area while learning about life in rural and the local environment. The activity in village tourism is regarded as tourism where local people may have benefit. It is then mentioned as pro-people tourism. The village tourism or pro-community tourism is begun in well-developed countries. This program owned by the capital owner therefore pro-community tourism is an alternative strategy in tourism development which can provide net benefit for the poor people. The program developed in *Community Based Tourism* (CBT) gives opportunity to the community to participate actively starting from sharing an idea, planning, and its implementation to increase the income and expansion of employment opportunities (Islam & Carlsen:2001).

As a challenge in village tourism development is well economic growth concept and development without the extent tended to be unilateral who set aside equity, exploit resources excessively, and the financial management based on power (Ardika, 2001).

The implementation of a balance based on the Tourism Constitution 2009 outlines the concept of the balance life between natural resources, geographical potential, and human beings with God as creator and this balance concept supports the efforts of tourism which pro against environmental conservation by applying tourism based nature, culture, and local wisdom (Honey, 2001). According to Tossun (1994: 494), participation allows work or society, people, or inhabitant performs various functions on a different level either local, regional, or national.

Pretty (1995) describes community participation on seven levels, started from manipulative participation, passive participation until independent modulation. Each level enables us to distinguish the level of local involvement of local existential therefore it reflects their power relationship. Moreover, Arnstein (1971), community participation is redistribution of a force which allows people can participate continuously. It means that they contribute to the change which allows them, to get advantage in rich communities.

### **Participation Theory**

The main value of a village that can be developed into a tourist destination is the quality, original, uniqueness, typical of the region, and regional pride (Sastrayuda, 2010). This value can be observed through the style and quality of life, particularly

with regard to behavioral integrity, friendliness and sincerity of the population, in addition to cultural heritage, agriculture and landscape beautiful. Thus, in the tourist village planning process modeling can not be separated from community participation and empowerment.

Participatory community empowerment emerged as an alternative to the approach of development as well as centralized and bottom-up. The emergence of the participatory process of community empowerment based on two perspectives. First, the involvement of local communities in the selection, planning and implementation of programs that will color the life of society, and thus it can be guaranteed that the local perception, patterns of attitude and mindset and values of knowledge is taken into account in full. Second, create a feedback essentially a part that is not liberated from development activities.

Sastrayuda (2010) states that the planning and modeling program of rural tourism in the framework of rural development as a whole cored: (1) the existence of village governance; (2) the villagers running patterns and religious life, as well as the harmonization gathered in a life that reflects the manners of society; (3) The villagers do leisure time activities and recreation in nature mingle their villages; and (4) people have the attitude, behavior to protect, maintain and use of property in arts and culture, environment, values tradition to encourage the preservation of the village's own campaign.

This participation can ideally change state or public position of the object only became the subject of development and therefore should benefit and welfare of the community

Participation of local communities in the implementation of the tourist village is absolutely necessary, but in reality it happens fairly complex problems ranging from differences in level and classification, differentiation of power in society, and so on (Chutlil, 2001). Autocratic approach in decision making will gradually pave the way toward collectivity (Cuthill, 2001), which will build trust and commitment. Implementation of the principle of participation in the management of community-based tourism and the environment helps conserve the environment by the local community.

Lynch (2002) explains that the development of sustainable tourism will be successful and be successful if started from the things that are physically local, culture-based and involve participant be inclusive in activity planning, implementation and development. This statement stresses that the success and sustainability of the destination development is highly dependent on the common vision of local people and the local government, and coupled with the collaboration and participation of local communities (Cuthill 2004; Carson and Gelber, 2001).

Tosun (1999) stated the participation of local community is based on theory of public participation level. This theory divides the participation categories into spontaneous participation, induction and compulsion (coercive). In the Pentingsari Village Tourism, there are not all local communities participant pleased and satisfied. Some of them were not ready, unable and compelled to participate, therefore they cannot prompted the service with heart (Suarthana, 2016). Thus also emerged result in a various tourist complaints.

Such as un professional waiters services at the home stay, not hygiene food and environment and illogical tariffs.

The roles and local community participation needed in all forms of tourism activities such as arts and culture, nature conservation, accommodation services, tourist foods Tosun (1999) classified types of community participation into three main sectors and the subs. Three main parts are consists: spontaneous participation, coercive participation and induced participation.

According to Tosun (1999) model, spontaneous participation is equal to the level of population power model by Arnstein (1971), as well as the independent mobilization and interactive participation model by Pretty (1995). Suarthana (2015) reviewed the spontaneous participation as an ideal instrument representation, provides the managerial responsibility and society power. Encouragement participation in tourism as shown in Tosun (1999) model equal to community activities level at Arnstein (1971) model and equal to functional participation and participation with incentives material and participation through consultation from Pretty (1995) model.

### **Economy Impact**

Experts argued that tourism is one of the economic resources that can assist people in improving well-being (Putra and Pitana, 2010; Suarthana, 2015). Tourism activities give economic benefits to the local community, not just the opportunity of gaining money exchanges with tourism services to their villages. The more tourists visit the community-based tourism attraction, the more goods and materials needed at their villages. Such as, to meet the physical



needs, consumption or logistic, transportation, promotion and social communication within the community.

Thapa (2010; cited in Suarthana, 2015) researches in Nepal village resort explain that the tourism villages give positive economic impact. This is because of tourists stayed at their village feels as part of their family member and part of local community. Tourist made direct interaction with the local community. They learned local traditions and enjoyed the experience of village daily life, engaged with local community and cooking activities, and also consumed local foods. Baral *et al.*, (2008; cited in Suarthana, 2015) research in Sirubari village tourism Nepal also found that tourist are willing to pay double in tourism village because the villagers maintain and protect the authenticity of natural environment and provide the optimal services. Therefore, tourism village and the variation of local community-based tourism activities with the environment and better services will achieve a positive economy impact to the local communities. This statement also supported by Putra and Pitana (2010) study of Candirejo tourism village in Central Java and some other tourism village in Bali as the way to poverty alleviation. The quantitative approach of community based tourism and their impact have been analyze by Agustini and Suarthana (2016) on research at community based tourism in Kintamani.

## **RESEARCH METHOD**

The approach of this research is by examining the village tourism management involving villager participation and its impact on economy, social culture, and

environment, by the communities Pentingsari village tourism, Sleman, Yogyakarta. Further, villagers participation model is concluded and analyzed in qualitative and quantitative approach.

Research on Pentingsari Village Tourism implemented qualitative by interview and focus group discussion (FGD). The key informant are stakeholders and local community. Quantitative approach analysis is partial least square (PLS). The measured variable is the Tourism Activity (X1), People Participation (X2) and Economic Impact (Y). With a 1-5 Likert scale, structured questionnaire were distributed to 40 respondents who are competent and represent criteria. They are local communities whom involve in tourism activity in Pentingsari. The hypothesis model on this research are:

- H1: Tourism Activities (X1) positive and significantly influent the local community participation (X2).
- H2: Tourism activity (X1) positive and significantly influent to economic impact (Y).
- H3: Community Participation (X2) positive and significantly influent to economic impact (Y).

## **FINDING AND DISCUSSION**

Based on qualitative approach, interview and FGD conducted to the key informant, the research finding village tourism Pentingsari are describe that the local people participation in tourism activities, contribute positive impact to economy, social culture, environment through tourism activities. Based on data was collected from 40 respondents, consisting of people who participate in tourism activities in Pentingsari, analyzed then in more detail described as follows. The

analysis technique used in analyzing this problem is partial least square (PLS) to calculate the tourism activities, community participation and the impact on economy. Partial

least square analysis of data is describes as follows:

Characteristic of respondent involved in this research categories as follows:

**Table 2. Respondent Characteristic by Profession**

No.	Profession	Amount	Percentage (%)
1	Dance instructor	6	12%
2	Staff home stay	18	13%
3	Food seller	8	15%
4	Handicraft seller	9	17%
5	Staff Pentingsari	4	8%
6	Farmer, fisherman	7	35%
Total		52	100%

Source: Research Data 2018.

**Table 3. Respondent Characteristic by Age**

No.	Age	Amount	Percentage (%)
1	18-30	9	17%
2	31-40	10	19%
3	41-50	18	34%
4	51-60	15	29%
Total		52	100%

Source: Research Data 2018.

According to data on Table 2, show that most profession of the local community involved in tourism activities is farmer and fisherman, 35 percent and followed by handicraft seller, food seller, dance instructor, staff homestay and staff of Pentingsari.

In Table 3; age qualification of local community participated in Village Tourism Pentingsari, were dominated by the age of 41-50 years, reaching 34 percent. Followed the next age category 51-60 years, 31-40 years and 18-30 years are the smallest. This means that village tourism activities in Pentingsari able to encourage people

in various professions and in their productive age. This tourism activity becomes dominant occupation of Pentingsari society.

**Results of inferential analysis**

Inferential analysis in this study using PLS (Partial Least Square) with 2.0 SmartPLS program. Stages inferential analysis essentially consists of three main steps: (1) evaluating the measurement model (outer model) to determine the validity and reliability of the indicators that make up each of the latent variables, (2) evaluating the structural model (inner model) to

determine the accuracy of the model, (3) testing the hypothesis.

**Evaluating the measurement model (outer model)**

Outer model (measurement model) was conducted to determine the validity and reliability of the indicators that make up each of the latent variables, including variable “tourism activities, community participation and economic impact”. In this study indicators are forming variable is reflexive, so the evaluation is done by the measurement model based on the convergent validity and discriminant validity and composite reliability.

a) Convergent validity

Measurement of the validity of the indicators is done by measuring its convergent validity. Measurements carried out with attention validity outer loading coefficients of each indicator. Indicators considered valid, if it has coefficient outer loading greater than 0.50 and has a T-

Statistic values greater than 1.96. Coefficient outer loading is intended to shed light on the contribution of each indicator to the indicator or indicators contributed to the latent variables. Indicators that have the biggest outer loading coefficient to the indicator means that these indicators provide the largest contribution the indicator. Similarly, an indicator that has the greatest coefficient of outer loading, means having the greatest contribution also to the variable. The results of the measurement model evaluation against the indicators in this study, are shown in Table 1. According to Table 1, the outer loading for each indicator shows that some indicators have outer loading coefficient below 0.50 with T-Statistic value smaller than 1, 96, so we can say there are some indicators are not valid.

**Table 1**  
**Outer Loading Calculation Results of Indicators**

<b>Indicator</b>	<b>Outer Loading</b>	<b>T-Statistic</b>
Tourism Activities (X1)		
Tourism activities vary (X1.1)	0.534	2.984
Tourism activities involving the community (X1.2)	0.832	5.330
Tourism activities to benefit the community (X1.3)	0.773	3.954
Tourism activities trigger new problems (X1.4)	-0.461	1.850
Tourism activities assisted by the government (X1.5)	0.057	0.279
Community Participation (X2)		
Participation Spontaneous (X2.1)	0.319	1.121
Participation from Induction (X2.2)	0.222	0.864
Coercive participation from / Fain (X2.3)	0.256	0.821
Economic Impact (X3)		



Participation increase revenue (X3.1)	0.855	6.414
Expanding Participation Employment (X3.2)	0.746	4.920
Participation improving local Community Welfare (X3.3)	0.782	6.131
Participation increases social interaction (X3.4)	0.758	11.223
Participation preserve the surrounding environment (X3.5)	0.217	0.895

Sources: statistic result 2018

Indicators that most contribute to the Tourism Activities variable is an indicator of tourism activities involve all levels of society (X1.2), the outer loading coefficient of 0.832, followed in second place is an indicator of Community-based tourism activities to benefit the community (X1.3) the outer loading coefficient of 0.773, the third is an indicator of Community-based tourism activities are vary (X1.1), the outer loading coefficient of 0.534. As for the indicator X1.4 and X2.5 outer loading value less than 0.50 and the value of T statistic is less than 1.96. This shows that the indicator X1.4 and X1.5 is not a valid indicator to measure Tourism Activities, so this indicator is eliminated.

Third measurement of indicators: Community Participation has coefficient outer loading value less than 0.50 and a value of T statistic below 1.96. It shows; three indicators namely spontaneous participation,

participation induction and coercive participation is not a valid indicator of Community Participation in the measure variables. For that community indicators participation (X2) is removed.

Examination of the validity of the indicators in the variable Economic Impact (X3), which consists of five indicators, namely participation in the tourist village of preserving the environment (X3.5) is not a valid indicator to measure the impact of economic variables. So variable X3.5 were eliminated.

Based on the results of the examination of validity indicator, it appears that some of the indicators showed it was not a valid indicator, thus omitted. The following are presented in Table 2; the calculation results of research outer loading indicator after indicator X1.4, X3.5 and X1.5 Variable Community Participation (X2) omitted

**Table 2**  
**Outer Loading Calculation Results**

<b>Indicator</b>	<b>Outer Loading</b>	<b>T-Statistic</b>
Tourism Activities (X1)		
Tourism activities are vary (X1.1)	0.698	3.637
Tourism activities involving the community (X1.2)	0.872	12.107
Tourism activities to benefit the community (X1.3)	0.828	10.220
Economic Impact (X3)		

Participation increase revenue (X3.1)	0.852	14.997
Expanding Participation Employment (X3.2)	0.752	8.639
Participation improving local Community Welfare (X3.3)	0.756	8.162
Participation increases social interaction (X3.4)	0.828	18.772

Based on Table 2, the outer loading for each indicator shows that some indicators have outer loading coefficients above 0.50 with T-Statistic values greater than 1.96, so it mean that is a valid indicator to measure the variables X1 and X2.

b) Discriminant validity

Discriminant measurement validity is a way to measure the validity of an indicator in a variable, the measurement is done by comparing the average coefficient of roof square root of variance extracted (AVE  $\sqrt{\phantom{x}}$ ) any latent variables with correlation

coefficients among other latent variables in the model. If the average coefficient of roof square root of variance extracted (AVE  $\sqrt{\phantom{x}}$ ) is greater than the correlation coefficient between variables in the model, then the indicators in the variable is said to have good discriminant validity. AVE recommended value is a value greater than 0.50. The result of the calculation of discriminant validity as an indicator X1.4, x1.5, X.5 and Community Participation Variable (X2) is removed is shown in Table 3

**Table 3**  
**Calculation Results Discriminant Validity**

Variabel	AVE	$\sqrt{\text{AVE}}$	Korelasi	
			X1	X2
Tourism Activities (X1)	0.632	0.794	1.000	
Economic Impact (X2)	0.653	0.808	0.540	1.000

Based on Table 3 shows the results of calculations AVE discriminant validity coefficients above 0.50 and the average roof square root of variance extracted (AVE  $\sqrt{\phantom{x}}$ ) each variable is greater than the correlation coefficient between variables in the model, it can thus be said indicators in these variables have good discriminant validity.

c) Composite Reliability and Cronbach Alpha

Reliability of composite measurement is a measurement of indicators of reliability between blocks of variables that shape it. Reliability of composite measurement results expressed well, if it has a value greater than 0.70. The measurement results are processed by the composite reliability Smart PLS 2.0 program are shown in Table 4.

**Table 4**  
**Composite Reliability**

Composite Reliability	
Tourism Activities (X1)	0.836
Economic Impact (X3)	0.883

Based on Table 4, the calculation results show that the reliability of composite variables and the economic impact of tourism activities each have a composite reliability coefficient greater than 0.70, then under the terms of the reliability of composite indicators that make up the research variables are reliable.

The results of the validity and reliability of the indicators that form constructs such as the measurement of convergent validity, discriminant validity,

composite reliability, indicating that all the result meets the criteria of validity and reliability, so that each indicator is valid and reliable To evaluate the structural model (inner model) Magnitude Q2 has a value with a range of  $0 < Q2 < 1$ , the closer the value of 1 means the structural model of a study, the better. Based on this it can be determined the coefficient of determination (R2) from each of the dependent variable, as presented in Table 5.

**Table 5**  
**Result of Goodness of Fit**

Model Struktural	Variabel Endogenus	R-square
1	Tourism Activities (X1)	
2	Economic Impact (X3)	0.292
$Q^2 = 1 - (1 - R_1^2)$ $Q^2 = 1 - (1 - 0.292) = 1 - 0,708 = 0,292$		

The results of the evaluation of the structural model of proven value Q2; 0,292. Thus, the results of this evaluation are provides evidence that the structural model have compatibility (goodness of fit model) was good. These results indicate that as many as 29.2 percent of the economic impact of tourism activities affected. While the remaining 0.708 percent is explained by other variables not included in the research model.

**Hypothesis testing**

Testing the hypothesis in this study will be done by testing the direct relationship between the variables of the economic impact of tourism activities. Testing direct relationship between variables in the model, it can be seen through coefficient path, the significance level by T-Statistics. In detail about the direct relationship between the variables are shown in Table 6

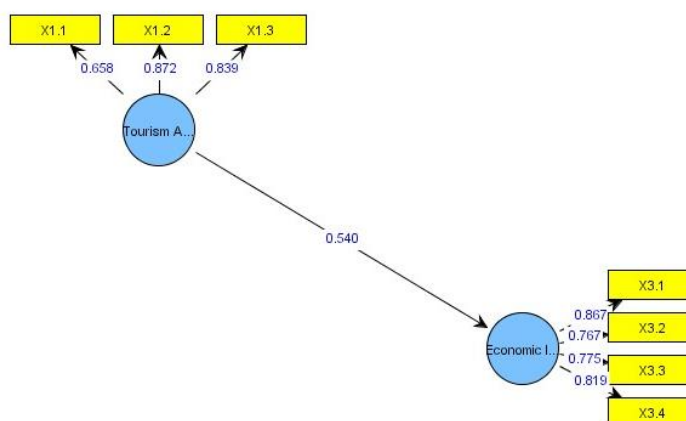
**Table 6**  
**Direct Relationship Result**

Correlation amongs Variable	( <i>Bootstrapping</i> )	T-Statistic	Remark
Tourism activities (X1) → Economic Impact (X3)	0.540	5.222	Signifikan

Table 6 provides the information that Tourism activities have a positive and significant impact on the Economic Impact those indicated by the path coefficient value of 0.540 with a T-statistic for 5.222 (> 1.96). These test results indicate that Hypothesis 2 (H2) which states that Tourism activities have significant and

positive influent on the Economic Impact is proven. This means that tourism activities can improve to economic impact.

In accordance with the results of testing hypotheses that have been described above, it can be arranged path diagram (Figure 1) below



**CONCLUSION AND SUGGESTION**

Based on the quantitative analysis results on Pentingsari Village Tourism, it can be concluded that:

- a. Tourism activities contribute a positive value for the local community, environment, and cultural tradition and enrich the traditional community life.
- b. Community participation and economic improvement have not been fully achieved through tourism activities programs in Pentingsari. The contribution of the government, funding from the stakeholder and support by the

competence of local community should be the priority.

- c. Participation of local community on each tourism activities generate income, providing employment, increase the amount of production, marketing network and promote the Pentingsari Village Tourism to the world.
- d. Community involvement in tourism activities in Pentingsari Village, influent the local economic, culture and environment.

Suggestion based on the results study: Village tourism is one of the government program to improve the local community economy. The

government and stakeholder should be more concern to develop tourism activities whose involve local community and support with the funding.

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