

Village Tourism and Community Economy (The Implementation and Impact)
Tourism village is a priority of economic development of community-based tourism. The Government of Indonesia encourages community participation in tourism village activities to contribute positively to their welfare. Two tourist villages that became the object of research study of this book are Bedulu Bali and Pentingsari Yogyakarta. Various forms of community participation in tourism villages in Bedulu Bali and Pentingsari Yogyakarta, have a positive impact on economic, socio-cultural and environmental conservation. In this book the impact of villagers' tourism participation is analyzed qualitatively and quantitatively. This book summarize the Implementation and impact of tourism village to the community economy.

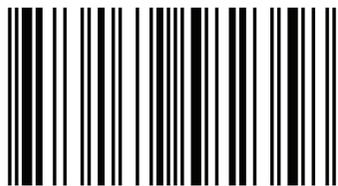


Ni Luh Putu Agustini Karta
I Ketut Putra Suarhana

Ni Luh Putu Agustini Karta is a senior lecture and head of Magister Management Program in Triatma Mulya Institute of Economy. She graduated from Doctoral Program of Udayana University, Bali, Indonesia. She is board member of International Journal of Multidisciplinary Educational Research (IJMER) India. Her research focus on marketing and tourism.

Tourism Villages and Community Economy

The Implementation and Impact



978-613-9-58235-8

 **LAMBERT**
Academic Publishing

**Ni Luh Putu Agustini Karta
I Ketut Putra Suarthana**

Tourism Villages and Community Economy

**Ni Luh Putu Agustini Karta
I Ketut Putra Suarhana**

**Tourism Villages and Community
Economy**

The Implementation and Impact

LAP LAMBERT Academic Publishing

Imprint

Any brand names and product names mentioned in this book are subject to trademark, brand or patent protection and are trademarks or registered trademarks of their respective holders. The use of brand names, product names, common names, trade names, product descriptions etc. even without a particular marking in this work is in no way to be construed to mean that such names may be regarded as unrestricted in respect of trademark and brand protection legislation and could thus be used by anyone.

Cover image: www.ingimage.com

Publisher:

LAP LAMBERT Academic Publishing

is a trademark of

International Book Market Service Ltd., member of OmniScriptum Publishing Group

17 Meldrum Street, Beau Bassin 71504, Mauritius

Printed at: see last page

ISBN: 978-613-9-58235-8

Zugl. / Approved by: Bali, Triatma Mulya Institute of Economy, 2018

Copyright © Ni Luh Putu Agustini Karta, I Ketut Putra Suarhana

Copyright © 2018 International Book Market Service Ltd., member of OmniScriptum Publishing Group

All rights reserved. Beau Bassin 2018

TOURISM VILLAGES AND COMMUNITY ECONOMY

The Implementation and Impact



Ni Luh Putu Agustini Karta
I Ketut Putra Suarthana
2018

Table of Contents

| | |
|---|----|
| CHAPTER I VILLAGE TOURISM IN INDONESIA | 3 |
| 1.1 Tourism Development in Indonesia | 3 |
| 1.2 Village Tourism in Bedulu Bali and Pentingsari Yogyakarta | 9 |
| CHAPTER II CONCEPT OF VILLAGE TOURISM | 15 |
| 2.1 Community Participation in Community Based Tourism | 15 |
| 2.2 Sustainable Tourism Theory | 20 |
| 2.3 Tourism Village Concept as a Pro-community Development | 23 |
| 2.4 Government Policy in Community Based Tourism | 25 |
| 2.5 Economy Impact of Village Tourism..... | 26 |
| CHAPTER III QUANTITATIVE APPROACH OF VILLAGE TOURISM IMPACT..... | 27 |
| 3.1 Village Tourism Impact in Bedulu..... | 27 |
| 3.2 Village Tourism Impact in Pentingsari | 32 |
| CHAPTER IV QUALITATIVE APPROACH OF VILLAGE TOURISM IMPACT..... | 45 |
| 4.1 Implementation of Village Tourism..... | 45 |
| 4.2 Level of Community Participation in Village Tourism | 46 |
| 4.3 The Impact of Community Participation to Economic | 47 |
| 4.4 The Impact of Community Participation to Culture | 47 |
| 4.5 The Impact of Community Participation to Preserving Environment..... | 48 |
| 4.6 Comparison of the Bedulu and Pentingsari Village Tourism | 49 |
| 4.7 The Models of Bedulu and Pentingsari Village Tourism | 51 |
| 4.8 Suggestion..... | 54 |
| CHAPTER V Experience Economy Aspect on Village Tourism | 56 |
| 5.1 Experience Economic Concept..... | 56 |
| 5.2 Implementation of Experience Economic Concept | 58 |
| 5.3 Implementation of Experience Economy in Tourism Village | 61 |
| 5.4 Conclusion | 65 |
| RECCOMENDATIONS | 65 |

CHAPTER I

TOURISM VILLAGES IN INDONESIA

1.1 Tourism Development in Indonesia

The Indonesian government expects that tourism becomes one of the foreign exchange producer countries with increasing number of visits to Indonesia. In 2014 tourist visits to Indonesia reached 9.7 million, therefore by 2019 it is expected to increase up to 20 million including those from ASEAN countries. We must realize that the priority of visits should not only be emphasized on the increasing number but also the quality (quality tourism). Related to this expectation, the government should provide facilities, infrastructures, and human resources which offer excellent services besides preparing new tourist destinations.

As known, Bali is one of the famous tourist destinations in Indonesia and also in the World. Gianyar regency, a part of Bali island, which is known as a center of art work and culture, is also famous for its beautiful panorama as those in other regencies all over Indonesia. Similarly, Yogyakarta, which is frequently visited for its cultural and beautiful village atmosphere, is viewed as the second famous tourist destination after Bali,

The growth of Indonesian tourism increases annually due to the support by tourist attraction varieties. Previously, tourists who have special interest known as rural tourism visited rural areas in Europe. Then, it is expanded to various parts worldwide and commonly called as tourism villages. For those tourists who are interested in nature attractions and tourism villages, it requires an innovation to create an attractive tourist destination.

There is a shift from beach tourism into ecotourism of rural areas which has natural panorama and culture for the tourists to enjoy. Indonesia consists of many islands which has many ethnics and different customs. Indonesia has great potentials to develop tourism villages as a tourist attraction for those who have

special interest in nature, culture, and customs lovers in rural areas. Besides, there should be a concept to make balanced income for local community or villagers.



Balinese Homestay in Bedulu Tourism Village, Bali (2015).

Indonesia still has the community with lower income which belongs to poor community and is commonly found in rural areas. Therefore tourism villages 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.

In early 1990 Balinese Development Main Design (DMD) emphasized the concept of integrated tourism with the village by UNDP. Since then, it has started to introduce the tourism villages program, therefore the government in 2012 developed 978 tourism villages through independent National Community Empowerment Program (NCEP) until 2013.

Indonesian government through The Ministry of Tourism and Creative Economy has funded IDR. 123.25 billion to develop tourism villages in Indonesia. The existence of tourism villages in Indonesia is expected to increase the number of tourists visiting Indonesia and reduce poverty in rural areas (Putra and Pitana, 2010). In other words, economic activities are not only *expected to*

move into urban areas, but also into rural areas. The economic movement and growth will create jobs which can reduce the movement of workers to the city and can reduce poverty in rural areas. One of the tendencies in tourism development is the natural tourism no longer just focuses on economic sectors but also on new social culture phenomena which stimulate local communities' income. Tourism is not only a foreign exchange producer but also the motors of rural economy which is known as local communities' economy. A tourism village according to Hesbullah Ashari (2015) is an independent village with potentials owned can be sold as a tourist attraction without involving investors.

The village tourism management was less professional and it did not involve many local communities. In this case a change in management must be taken. Terminologically, a village tourism management is a village management from the community, by the community, and for the community. The involvement of the community has begun on compiling ideas, planning, and the implementation. The results, as a consequence to the community involvement, will be able to improve the local community's social culture, environment, and economy. The community participation highly determines the success of tourism villages. The increasing number of public participation was known when the community felt the benefits especially economic benefits and their daily lives benefits. The recognition of tourism villages since the changing phase in 1970 was funded by the World Bank and International Development Bank by dismissing assistance to beaches tourism and diverted assistance to rural tourism; one of them was tourism villages (Honey, 2003).

The new government policy through the Ministry of Tourism and Creative Economy propelling tourism based on culture was able to stimulate people to find the alternative tourism. Bali was designed as a tourism destination based on culture and environment through the government which brought to the increase of the number of tourists visiting Bali until 2014 up to 4.5 billion (BPS, 2015).

There are various tourism activities based on the culture and environment in Bali. Tourism facilities are more complete and diverse to support the implementation of Bali community-based tourism. The stakeholders especially

travel agents in Bali mutually increase the tourism services adapting to the needs of tourists such as exploring the rice field tour, ATP tour, safari tour, jogging track, Ayung river rafting, mount Batur bike tracks which offer various tourism activities with the competitive prices. They happen to solve the saturation on beach tourism, resort and shopping tourism. This model makes the stakeholders more creative in creating the challenging tourism models, which are ecotourism and spiritual tourism.



The tourist involved in cooking class and painting class (2015)

Nature-based cultural tourism involves not only the travelers, but also the researchers, official government, and the association participation. Shifting the trend of dominance market from European and Australian travelers to China, Japan, Malaysia and Korea (BPS Bali, 2013) makes the Asian market as the main target market for the Bali tourism promotional program. Tourism concept and application bring the multiplier effect to the local communities which are involved directly or indirectly. In line with the concept of pro-community (Putra and Pitana, 2010) slightly different from pro-poor tourism concept, the pro-poor tourism is defined as the alternative strategy for tourism development that brings the benefits to the poor people. In order to distribute the equitable economic benefits and tourism, the Ministry of Tourism and Creative Economy creates a new alternative strategy by developing community-based tourism that empowers local communities through village tourism.

Community-based tourism or commonly known as community-based tourism (CBT) can be used as alternative strategies to breakdown the concept of leisure and shopping which concentrated in southern Bali. This tourism implementation concept model is able to support the economic, social, cultural

and natural preservation of the local environment. So, how does the implementation of local community participation impact upon the economic, socio-cultural and environmental sustainability of the Bedulu tourism village and another tourism village?

The very first tourism village implementation in Indonesia was located at Tanjung Village, Yogyakarta. The community based tourism village model was able to contribute a better economy for the local communities. Winarno (2004) concluded that the emergence of tourist village was due to the changes in tourism trends around the world in 1990, better known as the back to nature in which many tourists visited and stayed at the villages, until finally became known as the village tourism. Jeffry Kairupan as the Director of Indonesian Bank in Bali region in 2010 gave a support for the village tourism in Bali through corporate social responsibility (CSR) in order to develop Bali tourism based on the community (Sulityowati, 2011 cited in kompas.com, 2011). Furthermore, Bank Indonesia in cooperation with Bali Hotel Association chose seven villages which are scattered throughout six regions in Bali, such as: Pinge Village (Tabanan), Bedulu Village (Gianyar), Penglipuran Village (Bangli), Blimbingsari Village (Jembrana), Buda Rivet and Jasri Village (Karangasem) and Pancasari Village (Buleleng).

Since the occurrence of changing phase, the recognition of tourism in rural areas arisen which was popular called as rural tourism. One of these types was tourism village (Lane, 2009: 354-356). One of the first tourism villages developed by Indonesian government was Penglipuran tourism village, Bali, then growing to other areas in Indonesia (Putra and Pitana, 2010).

According to the Minister of Tourism and Creative Economy, Mari Elka Pangestu, the number of tourists visiting Indonesia in 2013 was 9.5 million and the target of the number of tourism villages in Indonesia in 2014 was 1561 villages and the target in 2020 will be 2.000 tourism villages. The government funds to help tourism villages was IDR 100-180 million through the program of independent NCEP therefore the assistance issued by the Indonesian

government from 2009-2013 was IDR 123.25 billion to 980 tourism villages in 33 provinces in Indonesia (Kuntadi, 2013).

Based on pre-research observations, yet many researchers did research on the impact and benefit obtained in tourism villages management, especially for the local communities, therefore, it is necessary to conduct a comprehensive research about tourism villages, both benefit and profit in social culture, environment and also economy. This research took place in tourism villages Bedulu, Gianyar, Bali, and Pentingsari, Yogyakarta and other tourism village on another aspect.

The empirical reason is that both of them have attractive similarities and distinction which can be used as the comparison, and both tourism villages had been running and well-developing as well as having the facilities which already fulfill the requirements as tourism villages. Those two tourism villages also have different communities' backgrounds, both customs background and also their belief. Moreover, there is resemblance in terms of attractions offered. The theoretical reason in choosing both tourism villages are the existence of tourism life cycle concept, whereas any tourism products including the tourism villages will surely have life cycles starting from the introduction, growth, maturity, and saturation. After that, there are choices between the decline and introduction of new products or product innovations. If this innovation product is successful, therefore the whole cycle will be restarted (Butler, 2008). In developing tourism destination, there will be some advantages obtained by the community, but also there will be negative impact for the local community (Salazar, 2012).

Hence, it is very important when the community involvement is improved continuously since planning until the implementation of the program to minimize the negative impact which will be felt by the local communities. Comparative study taken from Bruegel (2013) who took his focus on tourism based community by promoting public participation and their perception of the impact of social culture and economy from the tourism community-based in Thailand states that the higher public participation and their perception are, the lower their perception of the negative impact it causes (Bruegel, 2013).

Based on the analysis above, this book will explore how the community participation is in tourism villages and its impact on social culture, environment, and economy in villages tourism management in Bedulu, Gianyar, Bali and Pentingsari Yogyakarta, Indonesia. The impact of tourism activities to the villager is also analyzed in quantitative and qualitative approach. This book also identifies the level of community participation and describes comparatively the community tourism management and its impact on social culture, environment, and economy in both villages tourism management of Bedulu, Gianyar, Bali and Pentingsari, Yogyakarta Indonesia.

1.2 Tourism villages in Bedulu Bali and Pentingsari Yogyakarta

Bedulu village, which is a part of Blahbatuh sub-district, Gianyar Regency, Bali Province, has the area of 401,39 hectares with the number of family is 2119, inhabited by 9604 people, consisting of 4.725 male and 4.879 female. Bedulu village is located 25 kms from Denpasar, which takes 35 minutes by taxi, and 5 kilometers from Gianyar which can be reached in 10 minutes. Bedulu village has a heritage site which is used as a tourist destination that is the imprint of archeology whose grave is considered sacred by the community and these heritages are kept in some temples in Bedulu village. Among these heritages in that place, there are nature and landscape stretching fresh and green paddy fields with natural primitive village conditions making the scenery of the tourist destinations become attractive. The community's jobs in Bedulu village are as farmers and some others work in the art fields, such as painting, playing *tabuh* orchestra, kecak dance, egg carving and earthenware. Therefore Bedulu is also known as an art village because of their famous masterpiece not only well-known in Indonesia but also in the world. The well-known destination in Bedulu village are the reliefs of Yeh Pulu, Goa Gajah, and earthenware. Since 2007 Bedulu has developed tourism village known as Bedulu tourism village which is managed by Dharmadoyana foundation, led by an archeologist, A.A. Ngurah Astawa.

Astawa (2013) suggests that the potentials of Bedulu village are archeological and cultural. This is an ancient village which has a very interesting

cultural potential. The main potential of this village is a sacred cultural heritage (archeology) which is stored in a mock Native village. Another potential of Bedulu Village is a painting of the past famous figures which are on display in the House Painting 22 combined with Bedulu village youth painting. In the case of arts of sculpture and dances, Bedulu Kecak dance has been known since 1930 with the theme of Subali Sugriva (Astawa, 2012). The area of the village is quite spacious with a population of 723 households. The lifestyle of the people still shows traditional villages. The crossroads are part of the northeast corner of Bedulu Castle, which is the legacy of the Kings of Bedulu. Bedulu Pakraman area limits among the northern village of Pejeng, the east side of the River Canyon, and the south is the confluence of the gulf and Petanu (Campuhan), the west side of the Petanu River. This ancient village has been inhabited since prehistoric times before the entry of Hindu-Buddhist influence where they lived in groups (hamlets) with a simple lifestyle around 2000-2500 years ago with a Sarcophagus burial system. The influence of Hindu Buddha's first entry in Bedulu village with meteri proof clay (Subak penyembulan Bedulu = paddy field irrigation system) and Mahaguru Shiva statue stored in the village Pura Alit derived from 8-10 century AD.

Cultural sites of archaeological tourist area of Goa Gajah, Yeh Pulu Relief and local arts and culture are unique and interesting to make potential Bedulu village as a tourism village. The public participation in the tourist village as cooks, dancers, waiters, room cleaners and painters impacts on the social, cultural, economic and environmental sustainability of the local villages.

Pentingsari Tourism Village is located nearby the slope of Merapi mountain which erupted in 2010, with Kelurahan Umbulharjo, Sangkringan sub-district, Sleman Regency, Yogyakarta which has the area of 103 hectares with 122 families occupied by 399 people. The village is located 45 miles from airport which takes less than 60 minutes by taxi. The main income of Pentingsari community comes from the agricultural products and plantation, but since 2008 Pentingsari village was inaugurated as tourism villages. The well-known tourist destinations are Merapi mountain and the historical heritages which are used as tourist destinations including Watu Persembahan, Watu Dakon, Watu Gajah,

and so on. Pentingsari village has a cool temperature and attractive nature and culture to be visited by tourists, especially the domestics as a place for recreation and out bond.

The Indonesian government expects that tourism becomes one of the foreign exchange producer countries with increasing number of visits to Indonesia. In 2014 tourist visits to Indonesia reached 9.7 million, therefore, by 2019 it is expected to increase up to 20 million including those from ASEAN countries. We must realize that the priority of visits should not only be emphasized on the increasing number but also the quality (quality tourism). Related to this expectation, the government should provide facilities, infrastructures, and human resources which offer excellent services besides preparing new tourist destinations.



Penting Sari Tourism village and Historical Relief in Bedulu tourism villages, 2015

The Researcher Study Center of Gadjah Mada University, Baiquni (2016), expects the utilization of village funds 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 tourism village, the government needs the 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 the community participation. The number of registered tourism villages in five districts / towns was 122, with a distribution of 38

tourism villages in Sleman, 14 in Gunung Kidul, 27 in Yogyakarta, 33 in Bantul, and 10 in Kulon Progo.

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

The growth of Indonesian tourism increases annually due to the support by tourist attraction varieties. Previously, the tourists who had special interest known as rural tourism visited rural areas in Europe. Then, it was expanded to various parts worldwide and commonly called as tourism villages. For those tourists who are interested in nature attractions and tourism villages, it requires an innovation to create an attractive tourist destination.

Indonesia still has the community with lower income which belongs to poor community and is commonly found in rural areas. Therefore tourism villages should be developed in order to decrease the number of poor community in rural areas. During the time the rural community areas were less empowered to increase their economy and the village environment was ignored.

In early 1990 Balinese Development Main Design (DMD), emphasized the concept of integrated tourism with the village by UNDP. Since then, it has started to introduce the tourism villages program, therefore the government in 2012 developed 978 tourism villages through independent National Community Empowerment Program (NCEP) until 2013.

Indonesian government through The Ministry of Tourism and Creative Economy has funded IDR. 123.25 billion to develop tourism villages in

Indonesia. The existence of tourism villages in Indonesia is expected to increase the number of tourists visiting Indonesia and reduce poverty in rural areas (Putra and Pitana, 2010). In other words, economic activities are not only *expected to move into urban areas, but also into rural areas*. The economic movement and growth will create jobs which can reduce the movement of workers to the city and can reduce poverty in rural areas. One of the tendencies in tourism development is the natural tourism no longer just focuses on economic sectors but also on new social culture phenomena which stimulate local communities' income. Tourism is not only a foreign exchange producer but also the motors of rural economic which is known as local communities' economy. A tourism village according to Hesbullah Ashari (2015) is an independent village with potentials owned can be sold as a tourist attraction without involving investors.

The village tourism management is less professional and it did not involve many local communities. In this case a change in management must be taken. Terminologically, a village tourism management is a village management from the community, by the community, and for the community. The involvement of the community has begun on compiling ideas, planning, and the implementation. The results, as a consequence to the community involvement, will be able to improve the local community's social culture, environment, and economy. The community participation highly determines the success of tourism villages. The increasing number of public participation was known when the community felt the benefits especially economic benefits and their daily lives benefits. The recognition of tourism villages since the changing phase in 1970, which was funded by the World Bank and International Development Bank by dismissing assistance to beaches tourism and diverted assistance to rural tourism, one of them was tourism villages (Honey, 2003).

Since the occurrence of changing phase, the recognition of tourism in rural *areas arouse which was popularly called as rural tourism*. One of these types was tourism village (Lane, 2009: 354-356). One of the first tourism villages developed by Indonesian government was Penglipuran tourism village, Bali, then growing to other areas in Indonesia (Putra and Pitana, 2010).

According to the Minister of Tourism and Creative Economy, Mari Elka Pangestu, the number of tourists visiting Indonesia in 2013 was 9.5 million and the target of the number of tourism villages in Indonesia in 2014 was 1561 villages and the target in 2020 will be 2.000 tourism villages. The government funds to help tourism villages was IDR 100-180 million through the program of independent NCEP therefore the assistance issued by the Indonesian government from 2009-2013 was IDR 123.25 billion to 980 tourism villages in 33 provinces in Indonesia (Kuntadi, 2013).

Based on pre-research observations, yet many researchers did research on the impact and benefits obtained in the tourism villages management, especially for the local communities, therefore, it is necessary to conduct a comprehensive research about tourism villages, both for the benefit and profit in social culture, environment and also economy. This research took place in tourism village Pentingsari, Yogyakarta. The theoretical reason in choosing this tourism village is the existence of tourism life cycle concept, where any tourism product including tourism villages will surely have life cycle starting from the introduction, growth, maturity, and saturation. After that, there are choices between the decline and introduction of new product or product innovation. If this innovation product is successful, the whole cycle will be restarted (Butler, 2008). In developing tourism destination, there will be some advantages obtained by the community, but also there will be negative impact for the local community (Salazar, 2012).

Hence, it is very important when community involvement is improved continuously since planning until the implementation of the program to minimize negative impact which will be felt by the local communities. Comparative study taken by Bruegel (2013) took his focus on tourism based community by promoting public participation and their perception of the impact of social culture and economy from the tourism community-based in Thailand. It is stated that the higher public participation and their perception are, the lower their perception of the negative impact it causes (Bruegel, 2013).

CHAPTER II

CONCEPT OF VILLAGE TOURISM

2.1 Community Participation in Community Based Tourism

There were several previous researches about tourism villages, but they were more descriptive in explaining potentials which could be developed as tourism villages, as conducted by Assiyah (2008) and Wardani (2008). The other relevant studies in these researches were the one conducted by Maisaroh (2011) entitled 'Community Empowerment through Smart House' and the second one by Endang Dwi (2010) entitled 'Social Capital and Local Community Empowerment (Case study about development and empowerment strategy of Kentingan tourism village, Tirtodadi, Sleman, Yogyakarta).

There are discussions about tourism villages in the form of research by Sukmana (2006 and 2008), which was conducted in East Java. Sukmana focuses on environmental management and conservation of Batu city in East Java. This research talks much about tourism villages. Further, article of Salazar (2011) entitled *The Power Imagination* contains the analysis of Tembi tourism village, Bantul. Although it is used as one of the models, it is not an actual tourism village because it is managed by investors from Australia (Jaines, 2003).

A tourism village has become the pillar of expectation not only to reduce poverty or enhance well-being, but also a model of ideal tourism development in Indonesia (Putra, 2010: 81). Further, Madiun (2008) examines forms of public participation conducted at the beginning of the planning phase and developing the area in Nusa Dua which is manipulative participation.

Nepal (2007: 363) held the research in Siburi region, Nepal which found out the success of the implementation Siburi tourism village in Nepal. Related to the concept of comparative study among tourism villages in Thailand, Bruegel (2013) defines the relation between type of local participation in tourism

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

Some other concepts which are relevant to this research including the concept of tourism village, the concept of pro-communities tourism, tourism based community, and the impacts appearance including the impact of social culture, environment, and economy (Nuryanti, 1993). Tourism village 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 tourism village as small groups of tourists that 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 live in or nearby traditional circumstances in the remote area while learning about life in rural and the local environment. The activity in tourism village is regarded as tourism where local people may have benefit. It is then mentioned as pro-community tourism. The tourism village or pro-community tourism is begun in well-developed countries. This program is owned by the capital owner; therefore pro-community tourism is an alternative strategy in tourism development which can provide good benefit for the poor people. The program that is 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 tourism village development is well economic growth concept and development without the extent to be unilateral which sets aside equity, exploits resources excessively, and manages the finance based on power (Ardika, 2001).

The implementation of a balance based on the Tourism Constitution 2009 states the concept of the balance life between natural resources, geographical potential, and human beings with God as a 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 workers or society, people, or inhabitant perform various functions on a different level either it is local, regional, or national.

Pretty (1995) describes community participation on seven levels starting 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), states community participation is the redistribution of a force which allows people to participate continuously. It means that they contribute to the change which allows them to get advantage in rich communities.

At the conference of the implementations Destination Management Organizations (DMO) Labuanbajo, Ardika (2011) states that Indonesian tourism norms are divided into three aspects, community based tourism, culture and sustainable development. Tourism village is one of the tangible manifestations implementations in community based tourism concept. Ardika (2011) defines the tourism village as a journey in order to enjoy the atmosphere of rural life, gain the mutual respect and culture, values, traditions and natural environment, enjoy the results in a two-way learning process between tourist and community, and improve the welfare of rural communities.

Tosun (1999) develops a typology of public participation in tourism by classifying types of community participation into three main sections, each with a sub-section. The three main sections are spontaneous participation, community participation due to coercive participation, and community participation because the community is encouraged to do so (induced participation).

Spontaneous participation according to the Tosun model (1999) is similar to the level of population power in the Arnstein model (1971), as well as independent mobilization and interactive participation in the Pretty model (1995). This spontaneous participation represents a very ideal tool, which provides managerial responsibility and power to society. Participation in tourism due to encouragement as demonstrated in the Tosun model (1999), is similar to

the level of community activity on the Arnstein model (1971) and is similar to functional participation and participation with material incentives and participation through consultation on the Pretty model (1995).

In the most ideal type of participation, as induced participation, local communities have the opportunity to hear and be heard. They have a voice in the process of tourism development, but their views are not necessarily taken into account by other forces of interest such as the power that comes from governments, big companies, international tour operators, and other great powers. This type of participation is mostly found in countries which are developing, where local people only support decisions about tourism development made for them, not by them. Participation of this type is top-down, passive, and indirect. Local communities participate in the implementation and benefit from tourism, but do not participate in the decision-making process.

Coercive participation is a form of participation that is manipulated and tricked in lieu of real participation. This participation is showed at the bottom of the Arnstein ladder (1971), which is manipulation and therapy, as well as passive and manipulative participation in the Pretty model (1995). In this type, although tourism development seems to place society as a priority, it is actually directed towards meeting the needs and desires of decision makers, employers, and tourists. In detail, the Tosun participation model (2006) is illustrated in Table 2.2 below.

This study adopts three levels of participation elaborated by Tosun (1999), namely spontaneous, induced, and coercive participation. The material analyzed in this section is taken from interviews whose questions can be found in Appendix 3.

Tabel 2.2

Normative Typologies of Community Participation

| | | | | | |
|----------------|------------------------|--------------|-------------------|----------------|--|
| <i>Level 1</i> | <i>7. mobilization</i> | <i>Self-</i> | <i>8. Citizen</i> | <i>Control</i> | <i>Spontaneous participation: bottom up;</i> |
|----------------|------------------------|--------------|-------------------|----------------|--|

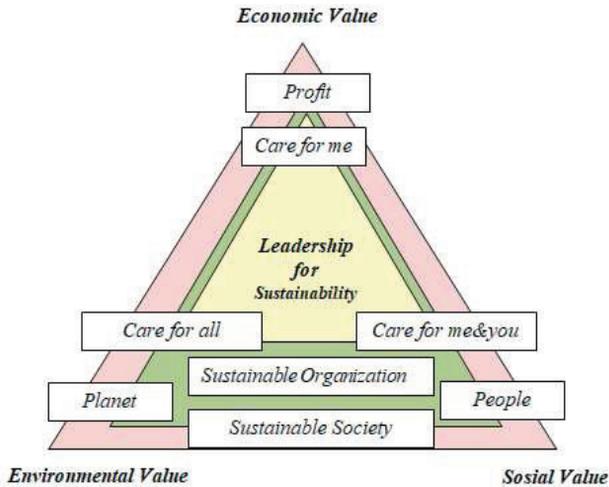
| | | | |
|---|--|--|---|
| | 6. Interactive Participation | 7. <i>Delegated power</i> 6. <i>Partnership</i> | <i>active and direct participation, participation in decision making, authentic participation, self planning</i> |
| Level 2 | 5. Functional participation | 5. <i>Placation</i> | <i>Induced participation: top down, passive, formal, mostly indirect, degree of tokenism, manipulation, pseudo participation, participation in implementation, sharing benefit, device between proposed alternatives and feedback</i> |
| | 4. Participation for material incentives | 4. <i>Consultation</i> 3. <i>Informing</i> | |
| 3. Participation by consultation | | | |
| Level 3 | 1. Passive participation | 2. <i>Therapy</i> | <i>Coercive participation: top down, passive, mostly indirect, formal, participation in implementation but not necessarily sharing benefits, choice between proposed limited alternatives or no choice, paternalism, non participation, high degree of tokenism and manipulation.</i> |
| | 1. Manipulative participation | 1. <i>Manipulation</i> | |
| Level 4 Non Participation | | | |
| | Pretty's (1995) typology of community participation | Arnstein's (1971) typology of community participation | Tosun's (1999) typology of community participation |

Sumber : Tosun (2006).

2.2 Sustainable Tourism Theory

The debate on sustainability has been ongoing for a long time, beginning with an awareness of the first successful ecological development cycle and then followed by an unexpected crisis. This contrasting condition gives rise to the idea of ensuring that successful development can be sustained, and that crisis can be prevented from the outset or if they happen to be solved so that the benefits of development can be sustained. One multilevel and multidimensional approach to sustainability is developed by Cavagnaro and Curiel (2012) that combine relevant concepts such as Corporate Social Responsibility (CSR), personal leadership, and sustainable development.

The explanation of the theory described by a frame of mind called The Three Levels of Sustainability (TLS) is shown in Figure 2.2.



Cavagnaro dan Curiel (2012)

The outside triangle of the TLS describes three dimensions of sustainability at the social level of society (sustainable society) namely, responsible economic growth, fair progress, and effective environmental protection.

The central triangle of the TLS describes the next three dimensions at the organizational level (sustainable organization), adopted by Elkington's Triple Bottom Line approach (1997): people, planets and profit. People refer to the operational impact of an organization on improving the quality of Stakeholders. Planet refers to the improvement of environmental sustainability resulting from the organization's activities. Profit refers to the financial impact or increase in economic value as a result of the operation of an organization or institution.

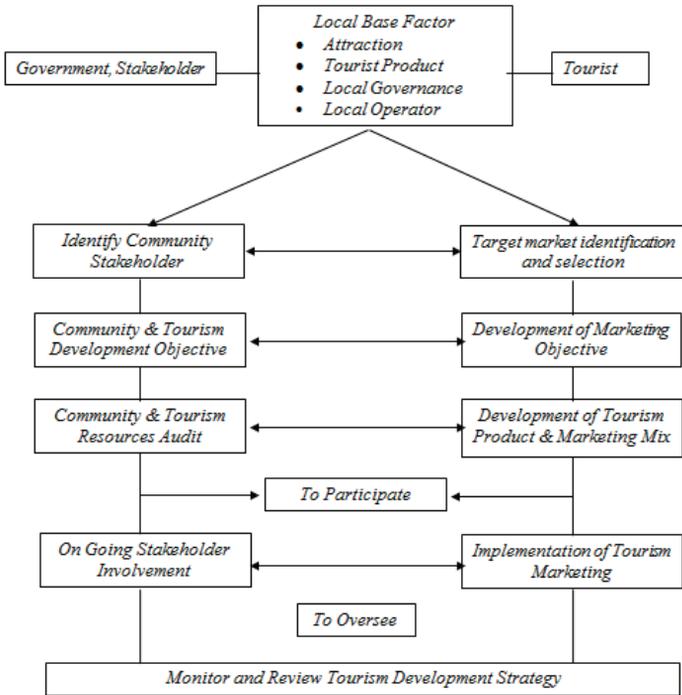
The inside triangle of the TLS describes the next three dimensions on an individual or personal level: care for me, care for you, and care for all. Cavagnaro and Curiel (2012) argue that the inside triangle is paramount because it is the source of awareness, leadership, and activity that fosters sustainability at the organizational and community level. Care for me incorporates values in one's life. Care for me and you incorporates values in interaction relationships between individuals. Furthermore, care for all incorporates values in the interaction relationship with all living things and the environment.

Shkira et al. (2011) find a model of sustainable tourism development through community participation. This model is important for decision making both in development, implementation of work plan and strategic. Sustainable tourism terminology is used in the tourism industry, the environment, and the development of community resources for tourism. Characteristics of sustainable tourism development created by the community, providing benefits to the community, conserving resources and the environment, sustainable tourism management, learning, and efforts to facilitate the satisfaction of tourists (Shkira, 2011).

Mann (2000) defines community-based tourism (CBT) as a tourist owned and operated entirely or partially by local communities, with the possibility to engage non-community partners such as non-governmental organizations or commercial tour operators, France (1997) defines CBT as a type of tourism run by and for local communities, and involves various scale operations, mass-package tours with organized coaches. Cultural heritage is also one of the most important attractions of community-based tourism, which also tends to be more

socially sustainable since tourism activities are developed and operated by members of the local community.

The model of community integration in marketing and planning and sustainable tourism development is formulated by Shkira et al. (2000), as described in Figure 2.3 below.



Source: Shkira et al. (2011).

Figure 2.2

A Model for integrating Community into Marketing and Planning to Develop Sustainable Tourism

2.3 Tourism Village Concept as a Pro-Community Tourism Development

Wacik (2010, cite in Putra and Pitana, 2010) states that, tourism has a major role for nation-building efforts, which led to improve the community welfare. It is seen clearly that tourism has a various characteristic and potential strategic advantages for the implementation of development strategies through ‘triple tracks plus one’, which is pro-growth, pro-jobs and pro-poor, and pro-environmental concern.

Refer to the Cultural Tourism Ministry Decree No. PM.26/UM.001/MKP/2010 year 2010 defines the tourism village as an integration form between accommodation attraction and the support facilities presented in a structure community life along with the ordinance and prevailing traditions (Putra and Pitana, 2010). Tourism village has a clear goal and objective for tourism development, it is beneficial to the community because it’s managed by their own people, for their people, and therefore people in community must be active, creative and pro-active. Putra and Pitana (2010) state that the funding of national community empowerment program (PNPM) allocated for the construction and development of tourism village within Indonesia.

In the community based tourism theory, tourism village is described as the implementation of eco-tourism and requires the participation of local communities. Their participation needed at the form of process so that they can improve their own quality of life and contribute in destination development. Kathiseran (2006) states that the local community participations absolutely necessary for the conservation and management or the management of natural environment, including mangroves and forests. The join management model or co-management can be a partner agreement in which the government, local communities, public users, external agencies and stakeholders have a common interest in decision making and responsibilities (Pomeroy and Katon, 2000). Rouse (2006) describes the approach of people participation program (PPP) is similar but more emphasis on the alleviation of rural poverty, women empowerment, community welfare in a small groups and involving the

government institutions. Community participation in the local community development is determined by the individual's involvement initiation, planning, decision, implementing and managing the activities of the group, as a social process on environment (Samah and Ared, 2009).

Compare with the community participation concept of Indonesian tourism village initiated by Ardika (2011), explains that the people in tourism village should become the actor direct or indirect, the landlord at the location and not transferable, uphold the partnership principle, local community empowerment with maximum utilization for the community and the preservation of cultural traditions and the environment. There are a various opinion explained that if local communities participating in tourism village development, then the entire community based activities will be realized well.

Refer to the study of community empowerment case in Kiltimagh by Lynch (2012), it states that the successful and sustainable development is better achieved where it starts from a local physical, social and culture resource base and involved inclusive participant in planning and implementing development. The statement emphasized that the success and the sustainability tourism development will be better to achieved with the base of local physic conditions, socio-culture and entire community involvement in the planning, development and implementation process.

McGettigan and Burns (2004) reveal that the community empowerment through volunteer input as the key criteria at all levels of community development cycle. The voluntary work model pattern builds the communities by empowering them to develop the sense of pride as the resident with culture, heritage, nature and the wealth. A nationalism sense and positive pride will attempt to reduce immigration, enhance creativity and entrepreneurial spirit for the sustainable development of their village. The involvement of volunteer service or initiator in the community development activities tends to give better meaning and memorable.

2.4 Government Policy in Community-Based Tourism Development and the Impact on Economic, Social and Environmental

With the development of science and technology, it facilitates human activities for travelling. Refer to tourism act No. 10 of 2009, it states that tourism plays an important role in increasing the economic growth, improving the community welfare, reducing the unemployment and poverty alleviation, and raising the Indonesian tourism image.

This act also mandates tourism as a mainstay and potential sector in which capable to gain the foreign exchange, boost the economic growth and regional income, run empowerment economic and increase the job opportunities. Indonesian government through ministry of tourism and creative economy states the basic criteria of tourism village development encompasses the proximity to the famous tourist attraction, physical access and market access, has the potential partnership, local community enthusiasm, and the availability of minimal public facilities (Ardika, 2011).

Related to the development of society, government must play an active role in building local people capacities through participation. The local people capacity building aspired by the government, it should begin with the involvement of local community as well as the actor who can enjoy the implementation program development. Local community participation in governance is the foundation in building social capital, strengthen democracy and facilitate the community sustainability (Cuthill and Fien, 2005).

Islam and Carlsen (2010) state that local micro enterprises by the local community is a potential element in building community-based tourism. In this case, government and private organizations (NGO's) contribute for the provision of loans and funding so that the local community can take this as their opportunity. The existences of government, NGO's, and private stakeholders are needed by the local communities in tourism village program. In Indonesia, throughout PNPM Mandiri program by the government aims to assist the development of tourism village. In 2012, the Indonesian government developed 972 tourism villages through PNPM Mandiri program.

In the community-based tourism, cultural tourism development considered as the best way to attract tourist to destination that have an impact on improving the quality of life as a whole (Cecil et al., 2010). The beaches, hotels and resorts benefit at certain point on the cultural destination (Addo, 2011). Another interesting thing in the development of community-based tourism is popularizing the local food. Handerson (2007) states that the diversity of food based on location, culture and tradition, in primary and secondary provide good prospects as well as a challenge for the development in tourism industry.

Bedulu archaeological value diversity gives a positive values and efforts in preservation of heritage site. The research finding of Leane and Stephens (2010), describes that marketing and communications required an efforts to be balanced between cultural-based tourism and heritage site based tourism, given the different target markets. Based on several references that examine the impact of tourism village above, it concludes that the activities of community-based tourism complex impact on people's lives.

2.5 Economy Impact of Village Tourism

Experts argue that tourism is one of the economic resources that can assist people in improving well-being (Putra and Pitana, 2010; Suarhana, 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, the physical needs, food or logistic, transportation, promotion and social communication within the community.

Thapa (2010; cited in Suarhana, 2015) research in Nepal village resort explains that the tourism villages give positive economic impact. This is because the tourists staying at their village feel as a part of their family members and part of local community. The tourists make direct interaction with the local community. They learn the local traditions and enjoy the experience of village daily life, engaged with local community and cooking activities, and also consume local foods. Baral *et al.*, (2008; cited in Suarhana, 2015) research in

Sirubari tourism village 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 is also supported by Putra and Pitana (2010) study of Candirejo tourism village in Central Java and some other tourism villages in Bali as the way to poverty alleviation. The quantitative approach of community based tourism and their impact have been analyzed by Agustini and Suarthana (2016) on the research at community based tourism in Kintamani.

CHAPTER III

THE QUANTITATIVE APPROACH OF COMMUNITY PARTICIPATION IN VILLAGE TOURISM

3.1 Quantitative Approach of Impact on Economy, Social and Environment of Bedulu Tourism Village

This study aims to measure the changes in the economic, socio-culture and community environment as the result of community participation at Bedulu tourism village. The activities of Bedulu tourism village involves the community in various sectors such as economic, socio-culture, and environment preservations. A descriptive quantitative method with quantitative regression analysis techniques was applied to analyze the impact of the dependent and independent variables. The independent variable of this research was the local community participation (X), whereas the dependent variables consisted of three variables: economic impact (Y1), socio-culture (Y2), and environment (Y3). A purposive sampling technique was used to explore the responses of 52 respondents on tourism implementation impacts in Bedulu tourism village. The

sample consisted of all local community participation and the management which was involved in the tourism village.

Based on the data collected from 52 respondents consisting of people who participated in the activities of the tourism village, the detail description is as follows.

The technique used in analyzing the problem was the simple regression to calculate the impact of community participation in the social, cultural, economic, and environmental aspects. The simple regression model is described as follows.

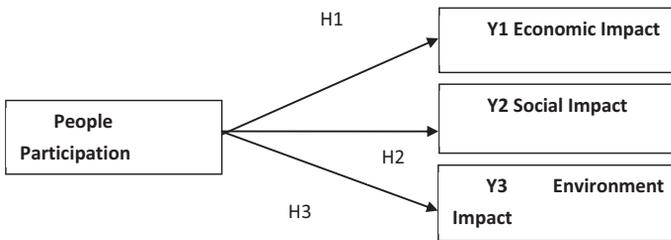


Figure 1. Quantitative Research Model

The results of Data Processing using SPSS 18 are as follows:

1. Impact of community participation in the economic

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .321 ^a | .103 | .085 | 29.87781 |

a. Predictors: (Constant), Participation

b. Dependent Variable: Economic

ANOVA^a

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 193.820 | 23.948 | | 8.094 | .000 |
| Participation | .283 | .118 | .321 | 2.397 | .020 |

a. Dependent Variable: Economic Analysis

- 1) Figures R Square is 0.103 which means that there is 10.3% variable impact on the participation of the local economic. By (100% - 10.3%), = 89.7%, it means that it has an impact on other variables.
- 2) Based on the ANOVA, F value is 5.745 with 0.020 significant, because the probability (0.020) is smaller than (0.05), therefore, the regression can be used to predict the level of community participation.
- 3) The regression equation (T Test) is $Y_1 = 193.820 + 3.21X$. The constant 193.820 states that if there is no public participation, the economic impact of tourism village is 193.820. If there is an increase of public participation ($X = 1$), the economic impact will increase by 3.891.

2. Impact of the Socio-Cultural Community Participation

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .038 ^a | .001 | -.019 | 40.17935 |

a. Predictors: (Constant), Participation

b. Dependent Variable: Social

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 241.615 | 32.204 | | 7.503 | .000 |
| Participation | .043 | .159 | .038 | .269 | .789 |

a. Dependent Variable: Social

Analysis

- 1) Figures R Square is 0.001 meaning that there is 0.1% variable impact on people's social participation. By (100% - 0.13%), = 99.87%, it means that it has an impact on other variables.
- 2) Based on ANOVA or F Test, the calculated F value is 0.72 with a 0.789 significance. Because the probability (0.789) is greater than (0.05), therefore, this regression can not be used to predict the level of community participation.
- 3) The regression equation (T Test) is $Y_1 = 241.615 + 0.43X$. Constant 241.615 states that if there is no public participation, the social impact of the tourism village is 241.615. If there is an increase of public participation ($X = 1$), the social impact will increase by 0.43.

3 Impact on the Environment Participation

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .092 ^a | .008 | -.011 | 29.59120 |

a. Predictors: (Constant), Participation

b. Dependent Variable: Environment

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 215.423 | 23.718 | | 9.083 | .000 |
| Participation | -.076 | .117 | -.092 | -.653 | .517 |

a. Dependent Variable: Environment

Analysis

- 1) Figures R Square is 0.008 meaning that there is 0.8% variable impact on the participation of the community. By $(100\% - 0.8\%) = 99.2\%$, it means that it has an impact on other variables.
- 2) Based on the ANOVA or F Test, the calculated F value is 0.427 with 0.517 significance. Because the probability (0.517) is greater than (0.05), then this regression cannot be used to predict the level of community participation.

- 3) The regression equation (T Test) is $Y_1 = 215.423 - 0.76X$. Constants of 512.423 state that if there is no public participation, the environmental impact on the tourism village is 241.615. If there is a decline in community participation for ($x = 1$), the environmental impact will decrease by 0.76.

Based on analysis of the three variables above, it appears that the public participation gives the greatest impact on the economic aspect, which reaches 10.3%. Other aspects are very small and insignificant. Based on the opinions and views of respondents who complete the questionnaire, it shows that the current direct benefits perceived by the public is the increase on income. The nominal value is clearly felt by the whole community involved in this tourism village. However, the addition in terms of social and cultural values, and preservation of the environment are felt as insignificant. In fact, the tourism village required the people to have a healthy and clean life and able to communicate with tourists.

Conclusions and Recommendations

Based on the quantitative analysis, it shows participation in the tourism village has a dominant impact on the economic sector. Socio-cultural and environmental sector have no impact on this tourism village. To strengthen the economy of small communities, rural tourism program launched by the government must be encouraged. Tourism-based community economy provides huge opportunities for people in the lowest layer. Therefore, the participation of local communities must be improved.

3.2 Quantitative Approach of Community Participation Aspect on Pentingsari Tourism Village

The purpose of this study is to determine and analyze the level of community participation in Pentingsari Tourism Village Yogyakarta. This research also analyzes its impacts to local people economic, social and environment. The local communities were involved into many activities such as cooking class,

traditional dancing, painting, outbound and local activities like planting rice and fishing. The level of local people participation is based on the theory of public participation Level (Tosun, 1999) which categorizes it into spontaneity, induction, and coercion. This study measures the level of participation using Tosun Theory (1999), the same as previous research by Agustini and Suarhana (2016), then analyzes its impacts on the local communities economy. Methodology used in this research was qualitative and quantitative analysis using Partial Least Square (PLS). The sampling technique was a non-probability using purposive sampling. The respondents in this study were 40 members of local community groups in Pentingsari, Tourism Village Yogyakarta.

The approach of this research was by examining the village tourism management involving villager participation and its impacts on economic, social culture, and environment of the communities of tourism village Pentingsari, Sleman, Yogyakarta. Further, villager participation model was concluded and analyzed in qualitative and quantitative approach. Quantitative approach analysis was partial least square (PLS). The measured variables were Tourism Activities (X1), People Participation (X2) and Economic Impact (Y). Using a 1-5 Likert scale, the structured questionnaires were distributed to 40 respondents who were competent and representative to the criteria. They were local communities who were involved in tourism activities in Pentingsari. The hypothesis model of this research is:

H1: Tourism Activities (X1) positively and significantly influence the local community participation (X2).

H2: Tourism activities (X1) positively and significantly influence the economic impact (Y).

H3: Community Participation (X2) positively and significantly influences the economic impact (Y).

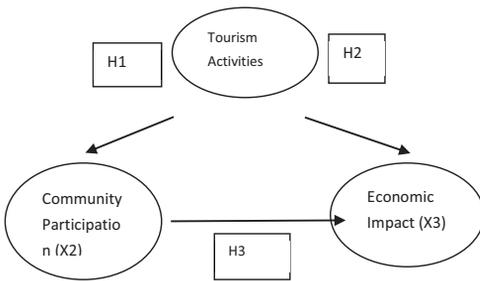


Figure 2: Research Model

The data collected from 40 respondents, consisting of people who participated in tourism activities in Pentingsari, were analyzed then in more details to be described as follows. The analysis technique used in analyzing the problem was partial least square (PLS) to calculate the tourism activities, community participation and the economic impact. The partial least square analysis of data is described as follows.

The characteristics of the respondents were categorized as follows.

Table 2. Respondents' Characteristics by Profession

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

| No. | Profession | Amount | Percentage (%) |
|-----|--------------------|--------|----------------|
| 1 | Dance instructor | 6 | 12% |
| 2 | Staff of home stay | 18 | 13% |
| 3 | Food seller | 8 | 15% |
| 4 | Handicraft seller | 9 | 17% |
| | Total | 52 | 100% |

Source: Research Data 2016.

Table 3. Respondents' Characteristics 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 2016.

The data on Table 2 shows that the dominant professions of the local community involved in the tourism activities are farmers and fishermen (35 percents), followed by handicraft sellers, food sellers, dance instructors, homestay staff and the staff of Pentingsari.

On Table 3, the age qualification of local community participated in Tourism Village Pentingsari was dominated by the age of 41-50 years old (34 percents), followed by the age of 51-60 years old, 31-40 years old, and 18-30 years old which were the smallest. It means that the village tourism activities in Pentingsari were able to encourage people in various professions and in their productive ages. This tourism activities become the dominant occupation of Pentingsari society.

Results of inferential analysis

The inferential analysis of the study used PLS (Partial Least Square) using 2.0 Smart PLS program. The stages of inferential analysis essentially consist 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.

1. 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 the variables of tourism activities, community participation and economic impact. In this study, the indicators which formed the variable were reflexive, thus the evaluation was done through the measurement model based on the convergent validity, discriminant validity, and composite reliability.

a) Convergent validity

Measurement of the validity of the indicators was done by measuring its convergent validity. The measurement was carried out by paying attention on the validity outer loading coefficients of each indicator. *The indicators are considered valid, if they have coefficient outer loading greater than 0.50 and have a T-Statistic value greater than 1.96.* The coefficient outer loading is intended to shed light on the contribution of each indicator to the indicator or indicators contributed to the latent variables. The indicators that have the biggest outer loading coefficient to the indicator means that these indicators provide the

largest contribution on the indicator. Similarly, an indicator that has the greatest coefficient of outer loading means that it has the greatest contribution to the variable. The results of the measurement model evaluation toward the indicators of this study are shown on Table 1.

According to Table 1, the outer loading for each indicator shows that some indicators have outer loading coefficients below 0.50 with T-Statistic values smaller than 1.96, therefore, it can be said that there are some indicators which are invalid.

Table 1

Outer Loading Calculation Results of the Indicators

| Indicator | <i>Outer Loading</i> | T-Statistic |
|--|-----------------------------|--------------------|
| 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 increases revenue (X3.1) | 0.855 | 6.414 |

| | | |
|--|-------|--------|
| Expanding Participation Employment (X3.2) | 0.746 | 4.920 |
| Participation improves local Community Welfare (X3.3) | 0.782 | 6.131 |
| Participation increases social interaction (X3.4) | 0.758 | 11.223 |
| Participation preserves the surrounding environment (X3.5) | 0.217 | 0.895 |

Sources: statistic result 2016

The indicators that mostly contribute to the Tourism Activities variable is the indicator of tourism activities involving all levels of society (X1.2), the outer loading coefficient of 0.832; followed by the indicator of Community-based tourism activities to benefit the community (X1.3) the outer loading coefficient of 0.773; the third is the indicator of Community-based tourism activities varies (X1.1), the outer loading coefficient of 0.534. As for the indicator X1.4 and X2.5, the outer loading values are less than 0.50 and the values of T statistic are less than 1.96. These show that the indicators of X1.4 and X1.5 are invalid indicators to measure Tourism Activities, therefore, these indicators are eliminated.

The third measurement of indicators, the Community Participation has a coefficient outer loading value less than 0.50 and the value of T statistic below 1.96. It shows that the three indicators namely spontaneous participation, participation induction and coercive participation are not valid indicators of Community Participation in the measurement variables. *Therefore, the community indicator of participation (X2) is removed.*

The examination of the validity of the indicator in the variable of Economic Impact (X3) which consists of five indicators, namely participation in the tourism village on preserving the environment (X3.5) is an invalid indicator to measure the impact of economic variables. Thus, variable X3.5 is eliminated.

Based on the results of the examination of validity indicator, it appears that some of the indicators show that they are invalid indicators, thus they are omitted. *The following (Table 2) shows the calculation results of research's*

outer loading indicator after the indicators of X1.4, X3.5 and X1.5 and Variable Community Participation (X2) are omitted.

Table 2

Outer Loading Calculation Results

| Indicator | Outer Loading | T-Statistic |
|---|----------------------|--------------------|
| 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 increases revenue (X3.1) | 0.852 | 14.997 |
| Expanding Participation Employment (X3.2) | 0.752 | 8.639 |
| Participation improves 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, thus, it means that they are valid indicators to measure 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 root square root of variance extracted (AVE $\sqrt{}$) of any latent variables with correlation coefficients among other latent variables in the model. If the average coefficient of root square root of variance extracted (AVE $\sqrt{}$) is

greater than the correlation coefficient between variables in the model, then the indicators in the variable are said to have good discriminant validity. AVE recommended value is the value greater than 0.50. The result of the calculation of discriminant validity as indicators of X1.4, x1.5, X.5 and Community Participation Variable (X2) are removed as shown on Table 3.

Table 3

Calculation Results of Discriminant Validity

| Variable | AVE | $\sqrt{\text{AVE}}$ | Correlation | |
|-------------------------|-------|---------------------|-------------|----------------|
| | | | X1 | X ₂ |
| Tourism Activities (X1) | 0.632 | 0.794 | 1.000 | |
| Economic Impact (X2) | 0.653 | 0.808 | 0.540 | 1.000 |

Table 3 shows that the AVE discriminant validity coefficients are above 0.50 and the average root square root of variance extracted (AVE $\sqrt{}$) of each variable is greater than the correlation coefficient between variables in the model, thus, it can be said that the 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 them. Reliability of composite measurement result expresses well if it has a value greater than 0.70. The measurement result is processed by the composite reliability of Smart PLS 2.0 program 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 result shows that both the reliability of composite variables and the economic impact of tourism activities have composite reliability coefficients greater than 0.70, then under the term of the reliability of composite indicators that makes up the research variables, they 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, indicate that all the result meets the criteria of validity and reliability, so each indicator is valid and reliable.

To evaluate the structural model (inner model)

Structural models were evaluated with regard Q2 predictive relevance model that measures how well the observed values are generated by the model. Q2 is based on the coefficient of determination throughout the dependent variable. Magnitude Q2 has a value with a range of $0 < Q2 < 1$; the closer the value to 1 means the structural model of the study is the better. Based on this, it can determine the coefficient of determination (R2) from each of the dependent variable, as presented in Table 5.

Table 5

Result of *Goodness of Fit*

| Structural Model | Endogenous Variable | 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 result of the evaluation of the structural model of proven value Q^2 is 0,292. Thus, the result of this evaluation provides evidence that the structural model having compatibility (goodness of fit model) is good. The result indicates that as many as 29.2 percent of the economic impact of tourism activities are 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 can be seen through coefficient path, the significance level by T-Statistics. The details about the direct relationship between the variables are shown in Table 6.

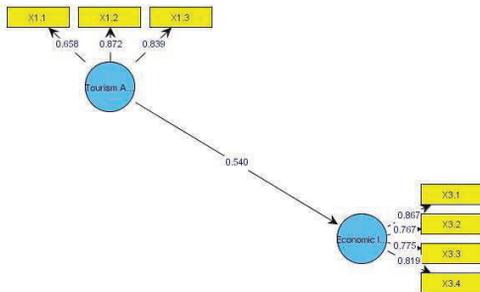
Table 6

Direct Relationship Result

| Correlation among Variables | (Bootstrapping) | T-Statistic | Remark |
|---|------------------------|--------------------|---------------|
| Tourism activities (X1) → Economic Impact (X3) | 0.540 | 5.222 | Significant |

Table 6 provides the information that Tourism Activities have a positive and significant impact on the Economic Impact indicated by the path coefficient value of 0.540 with a T-statistic for 5.222 (> 1.96). This test result indicates that Hypothesis 2 (H2) which states that Tourism activities have significant and positive influence on the Economic Impact is proven. This means that tourism activities can improve the economic impact.

In accordance with the results of testing hypothesis that has been described above, it can be arranged as the path diagram (Figure 1) below.



Conclusion

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 programs of tourism activities 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 generates income, provides employment, increases the amount of production, marketing network and promotes the Pentingsari Village Tourism to the world.
- d. Community involvement in tourism activities in Pentingsari Village influences the local economic, culture and environment.

The suggestion based on the result study is as follows.

Village tourism should be one of the government programs to improve the local community economy. The government and stakeholder should be more concerned to develop tourism activities which involve local community and support it with the funding.

CHAPTER IV

THE QUALITATIVE APPROACH OF VILLAGE TOURISM

4.1 Qualitative Approach of Bedulu and Pentingsari Tourism Villages and The Impact of Economy, Social and Environment

This research also used qualitative approach by adopting an interpretative paradigm. This paradigm requires researchers to have a clue of thinking from the actors who are being examined (Denzin and Lincoln, 2011, Veal, 2006, Jennings, 2010). Actors here are the local communities in the tourism village. Qualitative approach used was in-depth interview. The step of this research is regulated by holding observation to the place of doing research and choosing data source from the community leaders, managers, and local governments and also interviewing tourists who visit that place.

The first step is conducting observations of these two tourism villages, and then holding interview with the managers of Bedulu and Pentingsari tourism villages by using qualitative analysis technique through in-depth interview. The second step is conducting interviews with local communities or communities' participants in these two villages that tourism is good enough in supporting tourism village management. The third step is interviewing local governments towards their support in developing tourism village in their own villages. Based on the results of interviews, the regional government also provides guidance through training the managers of tourism villages, therefore, the community has more skills and knowledge in terms of tourism. The fourth step is interviewing the tourists about their comments regarding both service and guest satisfaction during their stay. Actually they commented that the service was good and it was never found in their country. The last step is doing *Focus Group Discussion* (FGD) to confirm and discuss the result of interviews and find their overall opinions on the implementation of village tourism, their participation, and the impact of social culture, environment, and economy perceived by the community.

In this research, the determination of informants based on some consideration therefore the information obtained can be used as credible sources as follows.

1. Village tourism management especially the leader of the tourism village because this person has experience in the village tourism management.
2. The person is in both physically and spiritually healthy, therefore he can give accurate information and consider maturely.
3. The person favors to be neutral therefore data inputted is objective.
4. The person is a native who owns a home stay therefore he has experience in managing the visitors in the village tourism.

Research instruments required in collecting data are interview guidelines and FGD forms. In order to get information regularly, tape recorder, camera, and note books are needed. The data have been collected through observation, interview, documentation, FGD and other various secondary data which are close to the main issues examined, analyzed

to assess the impact and public participation in the village tourism. Therefore, it is expected to obtain a conclusion about the problem learned based on the data collected in this research.

4.2 Level of Community Participation

Community participation is the involvement of family members in Bedulu in the village tourism management. Community involvement in Bedulu village have started from the planning to its implementation, and 65% of Bedulu's community are involved in the Bedulu village tourism management. The participation or involvement of the communities is directly seen from the high participation in planning, implementing, and developing the village tourism. This involvement is in various forms such as thinker, planner, initiative holder, implementing worker, tourism worker such as tour guides, or art coaches for tourists, all of these segments exist in Bedulu village, particularly the stakeholders, namely the leader or chairperson in the village supports and participates in the Bedulu village tourism management. It cannot be denied that

community involvement in developing the tourism business is expected to make economic transactions oriented to the outcomes.

Community participation in the management of Pentingsari tourist village Pentingsari is very high, proven from the observation and interview result of Mr. Sumardi showing that 85 percent of the Pentingsari community support and participate in the management of Pentingsari village tourism. The community can directly and indirectly be involved. The direct participation intended is that the people are involved in providing homestay, providing food, and handling the activity packages which have been planned and visitors' demand when they come. The indirect participation is done by those whose status are as civil servants and retirement through supporting cleanliness of the environment and maintaining security at night. Therefore, almost 100% of the community participate in supporting the existence of Petingsari village tourism.

4.3 The impact of community participation against social and cultural life

Bedulu's community can be seen in the life of social culture and their daily interactions among them. The community frequently do working together to conduct religious activities, kecak dance performances which are known as the forerunners of keeping existence of Bali and other dance performances showed for tourists as an effort to preserve the art of Bedulu's community.

In Pentingsari Village, the impact of community participation on social culture of society in their daily life, interaction each other in working together to conduct religious activities, social activities, customs, which has been performed by their anxieties in hereditary, for example the performance of kuda lumping dance, the art of tabuh and painting. It is not only displayed on the religious events but also performed to the guests who are on vacation. Thus social life culture of society will be preserved until their descendants in the future.

4.4 The impact of community participation in preserving the environment

It is the most critical aspect to make the environment still preserved conducively. The environment management is participatively done, including all of the comprehensive and integrative activities in creating a good relationship

between human and environment. Management of the living environment is an integrated effort to preserve the function of the environment including expediency in defending, managing, utilizing, developing and controlling the environment to the well-being of human life.

The impact of community participation is to preserve the natural environment in the Petingsari village, besides having fresh air, Pentingsari village also has fresh and comfortable natural environment which is very important for them to preserve. There are unwritten rules which have been implemented sincerely by the community such as: when people want to cut one big tree, the community must plant 10 trees before cutting down the tree until the substitute plants are guaranteed to grow up. Environmental management was participatively done, including all of the comprehensive and integrative activities in creating harmonious relationships between the people and their environment. Environmental management is an integrated effort in defending, developing, setting, and controlling of the environment for the welfare of human life.

4.5 The impact of Bedulus' community participation as economic opportunities.

The development of tourist destinations can not be denied that there will be economic transactions, economic opportunities in Bedulu village tourism is the business of accommodation, the community is empowered to provide home stays for guests who visit and stay. For guests who are staying, renting rooms provided by the community, thus people will have additional income of renting rooms, this also simultaneously provides something for breakfast. Besides, the community earn from the room income, and the society also have additional income from the sale of the natural products for handicrafts and other attractions offered for guest activities during their stay.

The impact of Pentingsari community participation as the economic opportunities for the prosperity of the local community. The development of tourist destinations indirectly will occur economic transactions in the local community and their surrounding. Pentingsari community will obtain additional

income through tourism activities, as an example of renting home stay, selling food, selling agricultural product, and an estate that have been packed well as a souvenir to their country, both for the family and their relatives. Thus, the impact of Pentingsari tourism community and the surrounding areas give additional income for the community for the welfare of family life, besides for children school payment and the cost of daily living. Pentingsari village community feels the impact of the tourism in earning the family income, reducing unemployment and poverty in the village.

4.6 The Comparison of Bedulu And Petingsari Villages Tourism

In the process of development and being developed into independent village tourism both of those tourism villages have the same ages; Bedulu village tourism was inaugurated in 2007 and Petingsari village tourism was inaugurated on April 15th 2008. Both of these villages still exist and well-developed; in the sense that routinely they are still visited by foreigners and domestic tourists. However the growth of the village tourism cannot be compared with the growth of tourism in coastal areas and cities that promise a tantalizing profit. But for the community in the village it is considered good, because the daily need in a city and villages is much different, if it is seen from the rural economic needs.

The development of village tourism is the combination of the preservation of the art of the local culture, and provide potential of the village to open economic opportunities, and employment opportunities for the community in a small scale. The government sees the development of village tourism as a mechanism to move development into the village by abusing the potential to stimulate the growing of other sectors which are related directly or indirectly such as the society daily life, customs, craft, processed local foods by local people from the agricultural and plantation.

The research result shows that Bedulu tourism village, Gianyar Bali and Petingsari tourism village in Yogyakarta have many similarities, either in terms of nature potential and culture, local community participation level, the

management and contribution, and the prospect of both villages in this tourism in the development of Indonesian tourism. Despite of the differences in the market share, in which Bedulu village tourism has more market shares to the tourists and Petingsari tourism village has more market shares to domestics and certainly the services and obstacles faced as a consequence of this distinction. Yet the differences and constraints give stimulation for the management to find solution to strengthen mechanism of management and services. Thus, although there are differences in trust and the market segments, it also gives other differences from both tourism villages in terms of the management whereas it is essentially the management of village tourisms between one and another have more similarities. Both village tourisms namely Bedulu village tourism and Petingsari village tourism involve the local communities in their management, since the village tourism is planned and formed by community involvement, starting from planning, managing, and developing; therefore, the village tourism, which is actually from the community with the potentials owned, will be managed by the community without involving investors and has benefit to society itself, either in the benefits of the preservation of social culture, or the environment and economic benefits as a result of the development of village tourism.

The findings were in qualitative approach; tourism activities gave impact to local people participation and contributed a positive impact to local people economy, social and environment. But in quantitative approach the tourism activities did not significantly influence the local people participation, and significantly influenced the local people economic, social and environment. The same as the earlier research by Agustini and Suarhana (2016) in community based tourism Kintamani, that the participation of local community tourism activities generated income, provided employment, increased the amount of production, marketing network and promoted the Pentingsari Tourism Village 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 the 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 increase the impact of community participation in tourism activities need to be further analyzed.

There are five important basic findings of the research result are as follows.

1) Communities participation in Pentingsari was very good, and it happened because the community felt the benefit for the preservation of social culture, environment, and economy.

2) Economic impact of village tourism on the community was very good, the people felt happy to the opportunities they had been received and whole benefits for their lives, such as job opportunities for the local communities, preservation of environment and cultural arts of local communities.

3) Developing rural tourism which has the potential that can be sold as tourist attraction, without involving investors but the public roles to increase the income of local people.

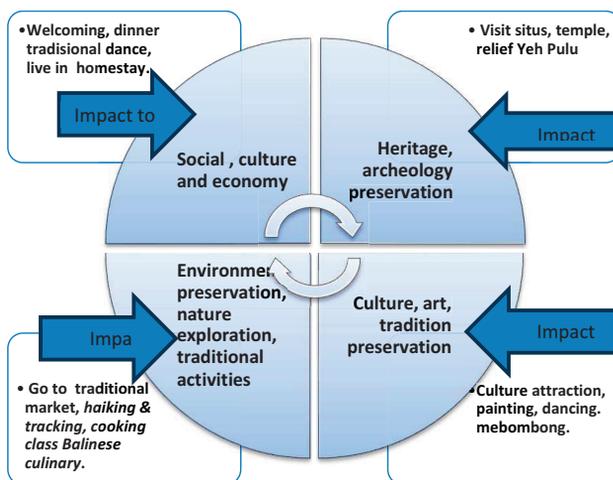
4) Pro-community village tourism means tourism favors to the poor who could give business opportunities, job opportunities, education, and equality for the local communities.

5) There is a change in tourism's mental attitude which leads the agriculture was being left. Unfortunately, there often occurs to jealousy among the surrounding communities.

Thus, novelty of this research is induced by the participation to increase the communities' social culture, environment and economy as well as holistically improving life quality of local communities.

4.7 The Models of Village Tourism Activity in Bedulu and Pentingsari

According to the FGD and in depth interview conducted with the key informan in Bedulu, the figure below describes the models of local people participation in village tourism in Bedulu Bali.



Research on Pentingsari Village Tourism also implemented in qualitative approach by in depth interview and focus group discussion (FGD). The key informants are the stakeholders and local community

Based on the qualitative approach, interview and FGD, conducted to the key informants, the research findings of Pentingsari Village Tourism Model are described as the figure below.



Poster Session : Dr. I Ketut Putra Suartha, MM.
 Asean Tourism Forum / ATF, Bandung 7-9 Mei 2016, Indonesia

The local people participation in tourism activities contributes positive impact to economy, social culture, environment through tourism activities.

Based on the explanation and description above, it can be concluded as follows.

(a) First, the level of public participation in Bedulu village tourism is high, proven by the community involvement reached 65 %. Their involvements are directly and indirectly, starting from planning, implementing and developing. Bedulu village tourism is managed by Dharmadoyana foundation, chaired by A.A. Ngurah Astawa, which is coordinating and developing Bedulu village tourism by involving public participation in order to increase the preservation of social culture, environment, and Bedulu's community economy improvement.

The society which is not facing visitors directly they help to keep the cleanliness and protect the environment.

(b) Level of Petingsari village community participation is very high started since Petingsari village tourism was planned, supported by 85% of Petingsari people. The Pentingsari community involved in decision-making by the Petingsari village tourism. It is managed by an tourism consciousness organization which is led by Sumardi whose duties to develop and organize all activities of village tourism in order to preserve social culture, environment, and have meaningful economy for local people in Pentingsari village.

(c) The comparison of public participation in both village tourisms of Bedulu and Pentingsari towards preserving the social culture, environment, and purpose of economy community is similar since both villages was held by community based management. Even, there is a different of the management system and belief of the community of those villages, but the spirit of the management is the same, that is the democratic system. Bedulu village has archeological sites and beautiful nature while Pentingsari is supported by a beautiful atmosphere. The existence of tourism villages bring positive impact for villagers in term of income, preserving art activities, custom and culture, mutual relationship towards environment for pleasant life, intra-ethnics harmony, decreasing urban, increasing life style and health, preserving social system, besides taking part in serving tourists which finally decreasing poverty.

4.8 Suggestion

Based on the discussion, conclusions, and findings of this research, the researcher can deliver suggestions as follows.

(a) First, the research on performance of village tourism in Indonesia broadly used to value the success, obstacles, and contribution of tourism villages in tourism regions and Indonesian tourism. This research focused on two tourism villages in two different provinces only. Therefore, the research needs to be extended to village tourism in other regions. The broadly research will be useful for the benefit of the science of tourism and also inputs for government who had funded thousands of village tourism through independent NCEP.

(b) The community supports the existence of a village tourism development, but the condition of human resources is still low. Hence, training is required related to the improvement of the quality of human resources, especially in terms of salesperson / on-line marketing (internet based), serving the culinary, foreign languages, good lodging management, the quality of services, and conservation environment. Besides, social investment is needed in increasing civil society and keeping better social culture and to be able to compete globally then required understanding of competence certification.

(c) Keeping better social culture and to be able to compete globally. Therefore it requires understanding of competence certification.

(d) The government should help improve the community economy, especially promoting the rising of new businesses in that area. The emergence of entrepreneur will enable to have competitive business in the village. By the increasing number of entrepreneurs, they will work better and more focussed. The government provides opportunity for the village tourist management to develop green tourism. Green tourism becomes a new tendency in tourist destinations management concerning the health issues and environment preservation. The government should concern more to the development of village tourism program in order to expand their role in reducing poverty. This case should be conducted by developing villages uniqueness (e.g. geological based village tourism) and the participative development model in rural area and preservation of the culture or customs.

CAPTER V

Aspect of Experience Economy on Village Tourism in Bali

Based on Paper: Widi Hardini and NLP Agustini Karta

5.1 Introduction of Experience Economy

The purpose of a person travelling is essentially to gain experience. In the context of cultural tourism, Richardson and Fluker (2004:75) stated that “one of the most compelling motivations for people to travel is to see how other people live and learn something from their cultural heritage”. A person who travels with cultural motivation will gain the cultural tourism experience from destination. Cultural tourism is defined as “the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs” (Richards, 1997; cited in Christou, 2005; cited in Sigala & Leslie, 2005:6).

In the cultural management perspectives, it is important to fulfill the cultural needs of tourist through experience. Stasiak (2013) said that “experience is considered a new value and the main source of consumer satisfaction”. Referring to cultural tourism understanding, de Caeter (1996; cited in Richards, 2001:55) argued that the most important motivation for visiting cultural sites is ‘to experience new things’, and the growth in cultural visitation can be interpreted as an attempt to satisfy the ‘experience hunger’ which characterizes late modern society. The management of cultural tourism destination should be able to meet the needs of cultural tourists by interpreting a proper cultural product at sites. Regardless of how sophisticated tourists’ needs are, they always expect first of all a professionally prepared, all inclusive offer, which will meet their expectations (Stasiak, 2013).

There is a shift paradigm of experience in the economy perspectives. According to Pine and Gilmore (1998), the economists have typically lumped experiences in with services, but experiences are a distinct economic offering, as

different from services are from goods. The concept emphasizes the customer value and company's economic orientations. "Experience represents an existing but previously unarticulated genre of economic output"(Pine and Gilmore, 2011). In the new economic era, customer satisfaction is no longer the main things, but delivering comprehensive services to create a memorable experience.

Tourism village is a kind of cultural product implementation in tourism industry. It depends on the purpose; by interpreting the cultural heritage, products at sites might create tourist experience and deliver the understanding of history and real life of community activities. Pine and Gilmore (1999; cited in Richards, 2001) argued that the economy has gone through a transition from extracting commodities to making goods, delivering services and currently staging experiences as the primary arena of value creation. The development of tourism village creates values among the stakeholders (especially for the local community) through economy and education. Cultural tourism has become a vital means of economic support for traditional activities and local creativity (Richards, 2007:1).

Picard (1986) stated that "culture is Bali's defining feature, and Balinese culture is renowned for its dynamic resilience". Bali is inseparable with its culture. Bali tourism industry focuses on cultural development and environment preservations. According to the regulations of Bali province about Bali cultural tourism, the implementation of cultural tourism development is based on the diversity, uniqueness of Balinese culture and nature as well as the needs for traveling (Regional Regulation of Bali Province, Act No.2. III. 5. 4., 2012). In the new economy era, it is important to develop a comprehensive cultural product presentation by involving the tourist participation in order to achieve a memorable experience.

There are several numbers of Bali cultural tourism research (in particularly tourism village) based on sustainability development, community-based, tourist satisfaction and marketing strategy. Despite of this, there has not yet been found the approach of experience economy concept with tourism villages. Therefore, this research was conducted to elaborate and analyze the classification the

product of tourism village and the levels of tourist participation towards four dimensions of experience economy concept. This research was conducted in three Bali tourism village, Bedulu tourism village (Gianyar), Buahan tourism village (Bangli) and Taman Sari Buwana tourism village (Tabanan) based on the previous research (a continual case study).

5.2 Concept of Tourism Village and Experience Economy

Cultural tourism can be defined as an experiential tourism, involved in and stimulated by a great variety of things such as, performing arts, visual arts, festivals, cuisines, history, experiencing nostalgia and other ways of life (Richardson & Fluker, 2004). The implementation of cultural tourism through tourism village concept can be seen as the way of gaining tourist experience. By the cultural tourism concept, Richardson and Fluker (2004:76) viewed it essentially as an opportunity for tourists to experience, understand and appreciate the character of a place, its richness and diversity.

Tourism Village Concept

Tourism village is a form of cultural heritage development through tourism. Besides exploring the culture and nature of destinations, it is an attempt to sustain the cultural heritage. Ardika (2011) defined tourism village as a journey in order to enjoy the atmosphere of rural life, gain the mutual respect and cultures, values, traditions and natural environment, results in a two-way learning process between tourist and community, and improve the welfare of rural communities. Within cultural tourism development in tourism village, there will be a commodification culture from its originality. It is the management effort or a way to interpret the cultural message for tourist. Nevertheless, the core culture of the origin destination may remain authentic. There are three components in cultural tourism: travels, the tourists, and the sites (Tighe, 1991; cited in Christou, 2005; cited in Sigala & Leslie, 2005:6).

Experience Economy Concept

There are two approaches within the experience economy concept, psychological (experience) and economical (economy). According to Hong

(2014), the aims of experience economy concept is to maximize the pursuit of customer satisfaction, to obtain economic benefits by the customer profound personalized experience. The mutual benefits between company and customer are achieved through the implementation of experience economy concept. Craven (1990:4; cited in Page et al.,2001:258) define economics as a study methods of allocating scarce resources and distributing the product of those resources, and the study of the consequences of those methods of allocation and distribution. Defining experience concept is done by elaborating the characteristic. Boswijk et al. (2007; cited in Bille, 2010) elaborate the characteristic of experience as: (1) a high degree of concentration and focus; (2) the involvement of all senses; (3) the perception of time is changed (made irrelevant); (4) one is affected emotionally; (5) the process is unique and has intrinsic value for the individual; (6) contact with “the real thing”; (7) one does and undergoes something; (8) there is an element and sense of play and expectation; (9) one feels in control of the situation; (10) there is a balance between the challenge and one’s capacity to meet it; (11) there is a clear goal. The core concept of both understanding is at the process to create and deliver values. The intention of experience economy is equalize values of customer and company. In order to gain a deep understanding, Pine and Gilmore (1998) classified experience economy into four dimensions:

(1) Educational : A customer as an active participation tends to be involved in the activities, but they’re likely still more outside the event.

(2) Escapist : A customer as an active participation tends to have greater involvement in the activities (immerse).

(3) Esthetic : A customer as a passive participant immersed in the activities, but they have little or no effect on it.

(4) Entertainment : A customer as a passive participant, their connection to the event is more likely one of absorption.

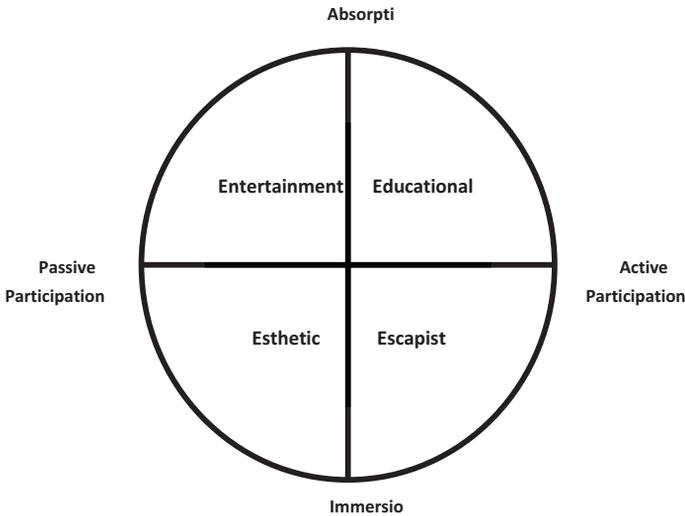


Figure 1. The four Realms of an Experience (Pine & Gilmore, 1998)

By classifying the characteristic of customer participation, management can be simplified to develop product strategies in order to achieve the memorable experience for its customer and benefits to the companies.

This research used qualitative descriptive research methods with the orientation of research object purposing. Researchers are the most important instrument in qualitative research. Qualitative analysis research method is used to conduct the dimensional experience economy concept in village tourism. This research used observations (video tapping, and photo taking), interview (direct interview using recorder and phone interview), and documentation study as a data collection method. Research was located at three different Regency in Bali: Bedulu tourism village in Gianyar, Buahian tourism village in Bangli and Taman Sari Buwana tourism village in Tabanan. Through the varieties location selected it might strengthen the validation of findings.

5.3 Implementation of Experience Economy in Tourism Village

The data were collected in three tourism village activities (Bedulu tourism village, Buahan tourism village, and Taman Sari Buwana tourism village). The data can be described below:

| Bali Tourism Villages Experience Economy Dimensions | Bedulu Tourism Village (Gianyar) | Buahan Tourism Village (Bangli) | Taman Sari Buwana Tourism Village (Tabanan) |
|--|--|---|--|
| Educational | See the local community daily routines on villages. | See the local community daily routines on villages. | See the local community daily routines on villages. |
| Escapist | Balinese cooking class practice, Balinese dancing class practice, learn to play gamelan instrument, learn to make offerings, pottery, eggs painting arts, teach foreign language to local children, and Rice field | Harvesting fruits and vegetables, fishing at lake Batur, Farm and village bike tracking tour. | Rice field farming by buffalo riding ('Metekap') and planting rice, making offerings (klatkat, klangсах, and tipat) in local village house, teach foreign language to local children, Balinese cooking class practice, Village |

| | | | |
|----------------------|--|---|--|
| | nature tracking tour. | | and rice field nature tracking. |
| Esthetic | Visit 'Goa Gajah' heritage site, Yeh Pulu carving site, Gedong Arca houses (Bedulu Museum), see the natural scenery of rice field. | See the natural scenery of lake and mount Batur | See the natural scenery of rice field. |
| Entertainment | Watching Kecak Dance. | - | Watching traditional dance by locals. |

Table 1. The Results of Data Collection Method.

Figure 2 below shows that Bedulu tourism village varies in tourist participation activities. The cultural tourism product or activities of Bedulu tourism village were dominated by the actives tourist's participation (Escapist and entertainment)

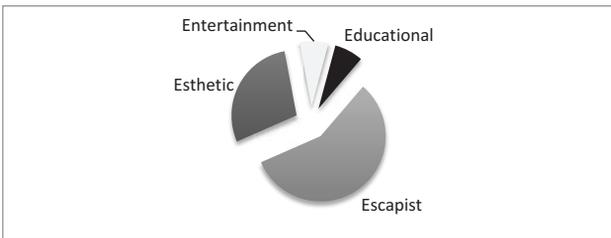


Figure 2. Bedulu Tourism Village Activities.

Figure 3 below shows that Buahan tourism village is lack of activities variation. It indicates zero activities of entertainment in Buahan tourism village. However, the cultural tourism product or activities of Buahan tourism village are still dominated by the actives tourist's participation (Escapist).

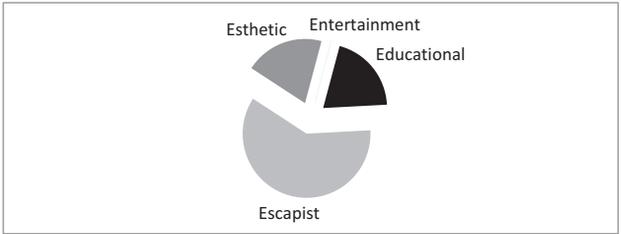


Figure 3. Buahan Tourism Village Activities.

Figure 4 below shows that Taman Sari Buwana tourism village varies in tourist participation activities. The cultural tourism product or activities in Taman Sari Buwana tourism village was dominated by the actives tourist's participation (Escapist and Entertainment).

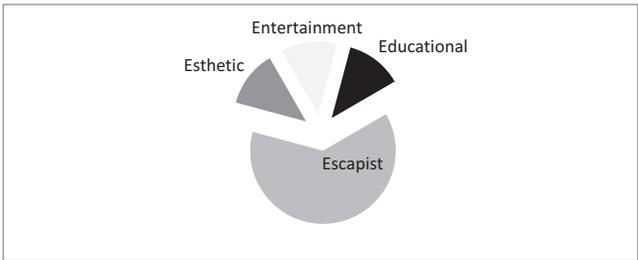


Figure 4. Taman Sari Buwana Tourism Village Activities.

Cultural tourism is not only for publication, but there must also be tourist participation and experience (Stevens, 2003; cited in Wearing et al., 2010). In this cultural tourism village case, the results show that the active participation activities are greater than the passive participation activities. It means that the memorable experience could be achieved by implementing tourism village concept on cultural tourism destination. Richardson dan Fluker (2004:75) stated that, cultural tourism offers personal contact with local people and those who have special knowledge of interesting features. Tourists who travel to tourism

village have possibility to be motivated by their cultural needs. They travel by purpose, to gain knowledge and experience of different culture. Richards (2001) stated that tourists are not just interested in the sights of modernity, but they want the sounds, smells, taste and touch a culture.

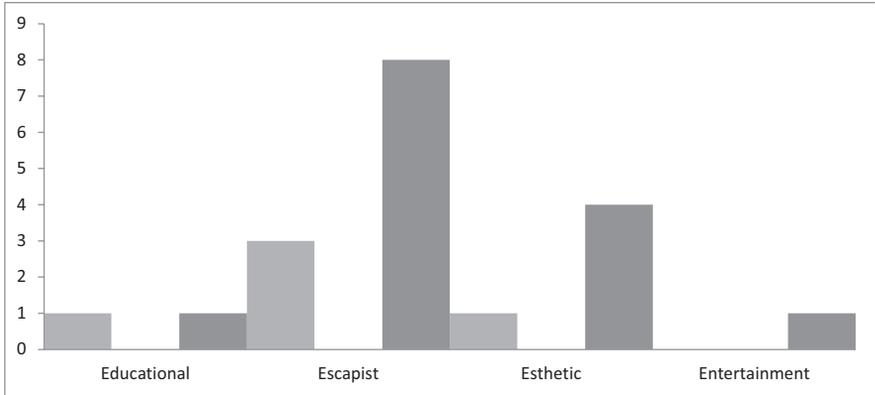


Figure 5. The Comparisons of Tourism Village Activities.

Figure 5 above illustrates the level of cultural tourism product through the activities of three tourism villages (Bedulu tourism village, Taman Sari Buwana tourism village, and Buahan tourism village). Among the three tourism villages, Bedulu tourism village has the most product or activities variations, and Buahan tourism village has the less product or activities variations.

To improve the cultural products or activities through participation, Stasiak (2013) elaborate the intensifying tourist thrills and emotions methods, such as: (1) transforming the tourism infrastructure to offer unique tourist attraction; (2) expanding older forms of a tourism product by elements of experience and emotion; (3) creating a so-called ‘augmented reality’, new forms of recording tourism experience and sharing it; (4) discovering new tourism spaces, to provide unique, sometimes extreme experience; (5) developing new forms of

tourism to provide original, extraordinary emotions and develop the tourists' skills, creativity and personality.

5.4 Conclusion

Based on the study above, it can be concluded that the experience economy on the approach of 4E's (Educational, Escapist, Esthetic and Entertainment) was perceived differently by tourists. It depends on (1) the kinds and the types of activities offered by the tourism village, (2) The extent to which the involvements of tourists in activities which are packaged in the tourism village.

The more, memorable tourist experience is felt on the activities undertaken, the more it increases the memory given to them. Value memories (memorable experience) justified the tourists to pay higher prices. Experience economy is positive in accordance with how much it is paid. In tourism it means the greater the memory of their tourism experience is, the greater the tourism companies sustain in the global market competition.

Recommendations

The management of tourism village should consider the 4E's aspects equally in combining (packaging) the cultural tourism product or activities. Therefore, the purpose of memorable experience could be achieved.

REFERENCES

<<http://ekbis.sindonews.com/read/2013/06/17/34/750740/kemenparekraf-kucurkan-rp123-25-m-untuk-pnpm-mandiri>>

Addo, Edward. 2011. Diversification of the Tourist Landscape on Ghana's Atlantic Coast: Forts, Castles and Beach Hotel/Resort Operations in the Tourism Industry. *Journal of Tourism Consumption and Practice* Volume 3 No.1 2011 ISSN 1757-031X 1

Agustini, Ni Luh Putu, Widhi, Hardini, Sukarsa, I Made and Suarthana, I Ketut Putra. 2016.

Local Community Participation in Community Based Tourism in Kintamani and Their Impact to The Economy. Asia Tourism Forum 2016 – The 12th Biennial Conference of Hospitality and Tourism Industry in Asia (ATF-16).

Amirudin. 2013. BPS Provinsi Bali No. 67/12/51/Th. VII, 2 Desember 2013 Kepala Bidang Statistik Distribusi BPS Provinsi Bali.

Andereck, K. L., Valentine, K. M., Knopf, R. C., and Vogt, C. A. 2005. Residents' perceptions of community tourism impacts. *Annals of Tourism Research*, 32(4).

Araujo, L. M. D. & Bramwell, B. 1999. Stakeholder Assessment And Collaborative Tourism Planning: The Case Of Brazil's Costa Dourada Project. *Journal Of Sustainable Tourism*, 7, 356-378.

Ardika, I Gde, 2011. Konsep Desa Wisata dan Pengembangannya, Makalah Disampaikan dalam Seminar Implementasi DMO, Labuanbajo, 21-23 September 2011.

Ardika, I Gde. 2011. Wisata Desa, Konsep dan Pengembangannya, Disampaikan Dalam Seminar Implementasi DMO Labuanbajo, 21-23 September.

Astawa. Anak Agung dan John Ketut. 2012. Pengelola Desa Wisata Arkeologi Bedulu. Yayasan Dharmodayana. Puri Bedulu Gianyar.

Bali Dalam Angka. 2013. http://bali.bps.go.id/tabel_detail.php?ed=611001&od=11&id=11.

Cecil A.K., Y.Y. Fu, S. Wang, S. Avgoustis (2010) Cultural tourism and quality of life: The current issue and full text archive of this journal is available at www.emeraldinsight.com/0007-070X.htm Nanyang Technological University, Singapore

Cuthill, Michael dan Fien, John. 2005. Research & Evaluation Capacity building: Facilitating Citizen Participation in Local Governance, University of Queensland RMIT, © National Council of the Institute of Public Administration, Australia.

FAO. 2006. Participation in practice Lessons from the FAO People's Participation Programme,

Gede Agung, Anak Agung. 2010. Jumpa Pers Bupati Badung dengan Pengelola Desa Wisata, 28 Desember, Badung, Bali.

Gozana, Djenaldi. 2011. Bali Hotel Association (BHA) Coordinator, Denpasar, Bali.

Henderson, Joan C. 2007. Food tourism reviewed, The current issue and full text archive of

this journal is available at www.emeraldinsight.com/0007-070X.htm

<http://mekongtourism.org/website/wp-content/uploads/downloads/2011/02/CBT-Handbook-Principles-and-Meanings-by-CBT-I-Thailand.pdf>

<http://www.air.itb.ac.id/wdp/archive/catagory/tourism-course>, Model Perencanaan Pariwisata Nasional dan Dampak Sosial Ekonomi, diakses 12 Juni 2012.

http://www.sciencepub.net/rural_wroeditor@gmail.com

Islam, Faridul and Carlsen, Jack. 2010. Rural Tourism And Poverty In Bangladesh: Unlocking Opportunities For The Poor, Curtin University of Technology, WA, Curtin Sustainable Tourism Centre.

Kathiresan, K. 2006. Peoples Participation, Centre of Advanced Study in Marine Biology Annamalai University

Leanne Fullerton, Kathleen McGettigan, Simon Stephens, (2010) "Integrating management and marketing strategies at heritage sites", International Journal of Culture, Tourism and Hospitality Research, Vol. 4 Iss: 2, pp.108 - 117

Lynch, 2002 dalam Melanie K. Smith and Mike Robinson, 2006, Cultural Tourism in a Changing World, Politic Participation and Representation. Results of a longitudinal study. European Journal of Tourism Research 3(1), pp. 54-66

McGettigan, F and Burns, K, 2004, Community Tourism Research in Kiltimagh, 2003/04. In Quality of Life-Competing Value Perspective in Leisure and Tourism. ATLAS Conference Leeuwarden, The Netherlands, 19-21 June.

Pomeroy, R.S. and Katon, B.M. (2000). Mangrove rehabilitation and coastal resource management project (MRCRMP) of Mabini-Candijay, Bohol, Philippines: Cogtong Bay. In: Proceedings of Asia-Pacific Cooperation on Research for conservation of mangroves, Okinawa, Japan, pp. 265-278.

Putra, I.N.D & Pitana, I.G. 2010. Pariwisata Pro Rakyat Meretas Jalan Mengentaskan Kemiskinan Indonesia. Jakarta, Kementerian Kebudayaan dan Pariwisata

Rouse, John. 2006. FAO. People's Participation Programme, Small Farmers and Rural Organizations Officer, SDA Food and Agriculture Organization of the United Nations Via delle Terme di Caracalla, 00100 Rome, Itali.

Samah, Asnarulkhadi Abu & Aref, Fariborz. 2009. People's Participation in Community Development: A Case Study in, a Planned Village Settlement in Malaysia. Marsland Press World Rural Observations 2009;1(2):45-54, Dept. of Development Science,

Faculty of Human Ecology Putra University, Malaysia

- Suarthana, I Ketut Putra dan Karta, Ni Luh Putu Agustini. 2013. Model Partisipasi Masyarakat Dan Dampak Sosial Ekonomi Desa Wisata Purbakala Bedulu, Gianyar Bali p 20. Proceeding Doctoral Colloquium and Conference “Ethically Sustainable Business Practice and Green Economy” Program Magister Sains dan Doktor FEB UGM.
- Sulistiyowati, Ayu. 2011. Corporate Sosial Responsibility Bank Indonesia, Kompas.com (www.Indonesia.go.id, 2012).
- Sugiyono. 2009. Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif dan R&D). Alfabeta. ISBN 978-979-8433-24-5.
- Van Breugel, Liedewij. 2013. Community-based tourism: Local participation and perceived impacts A comparative study between two communities in Thailand. Research Master Social and Cultural Science Supervised by Prof. Paul Hoebink, Faculty of Social Sciences Radboud University Nijmegen
- Ardika, I. G. (2011). *Wisata Desa, Konsep dan Pengembangannya, Disampaikan Dalam Seminar Implementasi DMO Labuanbajo*, 21-23 September.
- Ardika, I. W. (2007). *Pusaka Budaya & Pariwisata*. Bali: Pustaka Larasan.
- Arnstein, R. S. 1971, Eight rungs on the ladder of citizen participation, S.E. Cahn, A.B. Passett (Eds.), *Citizen participation effecting community change.*, New York: Praeger Publishers, New York (1971). pp.: 69–91.
- Arnstein, R. S. 1971, Eight rungs on the ladder of citizen participation, S.E. Cahn, A.B. Passett (Eds.), *Citizen participation effecting community change.*, New York: Praeger Publishers, New York (1971). pp.: 69–91.
- Arya Nugrahadi. 2016. Kepala Bidang Pengembangan Destinasi Wisata, Dinas pariwisata (DIY) Daerah Istimewa Yogyakarta.
- Assiyah, R. 2008, *Potensi dan Pengembangan Wisata Desa Ngablak di Sleman Yogyakarta*, Laporan Tugas Akhir, Fakultas Sastra dan Seni Rupa Universitas Sebelas Maret Surakarta, 28 Juli 2008.
- Astawa. Oka. 2012. Pengelola Yayasan Dharmodayana, Desa Wisata Arkeologi Bedulu, Gianyar.

- Baiquni. 2016. Peneliti Pusat Studi Pariwisata Universitas Gadjah Mada. Antara Yogyakarta, 21 Maret 2016. Pewarta Luqman Hakim
- Baral, N., Stern, M.J., dan Bhattarai, R. 2008. Contingent Valuation of Ecotourism in Annapurna Conservation Area Nepal: Implications for Sustainable Park Finance and Local Development. *Journal of Ecological Economics*, 66 (2-3), pp. 218-227.
- Beierle, T. C., & Konisky, D. M. 2000. Values, conflict, and trust in participatory environmental planning. *Journal of Policy Analysis and Management*, 19(4).
- Bille, T. (2010). *The Nordic approach to the Experience Economy – Does it Make Sense* (Working Paper No. 44). Retrieved from:
http://openarchive.cbs.dk/bitstream/handle/10398/8012/44_TB_The_Nordic_Approach_to_Experience_Economy_-_Does_it_make_Sense_Final.pdf?sequence=3
- Breugel, Van Liedewij. 2013. Community-based tourism: Local Participation and perceived impact. *A Comparative study between two communities in Thailand*. Master Thesis, Faculty of Social Sciences Radboud University Nijmegen.
- Breugel, Van Liedewij. 2013. Community-based tourism: Local Participation and perceived impact. *A Comparative study between two communities in Thailand*. Master Thesis, Faculty of Social Sciences Radboud University Nijmegen.
- Budiharsono. 2006. *Teknik Analisis Pembangunan Wilayah Pesisir dan Lautan*. Cetakan Pertama. PT Pradnya Paramita. Jakarta
- Butler, R. W. 1993. Tourism: an evolutionary perspective. In J. G. Nelson, R. Butler, & G. Wall (Eds.), *Tourism & sustainable development: Monitoring, planning, and managing*. Waterloo, Ontario: Department of Geography University of Waterloo, p. 37.
- Butler, R.W. 1980. The concept of a Tourist Area Cycle of Evolution: Implications for management of resources. *Canadian Geographer*, 24 (1), pp. 5-12.
- Butler, R.W. ed. 2006. *The tourism area life cycle Vol 1: Applications and modifications*, Buffalo: Channel View Publications.
- Butler, R.W. ed. 2006. *The tourism area life cycle Vol 1: Applications and modifications*, Buffalo: Channel View Publications.
- Byrd, E. T. 2007. Stakeholders in sustainable tourism development and their roles: applying stakeholder theory to sustainable tourism development. *Tourism Review*, 62 (2).

- Byrd, E. T., Cardenas, D. A., & Dregalla, S. E. 2009. Differences in stakeholder attitudes of tourism development and the natural environment. *e-Review of Tourism Research*, 7 (2).
- Carlsen, J. dan Faridul. 2001. *Rural Tourism and Poverty in Bangladesh: Unlocking Opportunities For The Poor*. Curtin University of Technology, WA, Curtin Sustainable Tourism Centre, Curtin University of Technology,
- Carmin, J., Darnall, N., & Mil-Homens, J. 2003. Stakeholder involvement in the design of U.S. voluntary environmental programs: does sponsorship matter? *Policy Studies Journal*, 31 (4).
- Carson, L., & Gelber, K. 2001. *Ideas for Community Consultation*, paper prepared for the NSW Department of Urban Affairs and Planning, Sydney.
- Cavagnaro, E. & Curiel, G.H. 2012. The Three Levels of Sustainability, Sheffield: Greenleaf.
- Chang, K.-C., Hwung, H.-H. & Chuang, C.-T. 2012. An exploration of stakeholder conflict over the Taiwanese marine protected area. *Ocean and Coastal Management*, 55, pp.36-41.
- Chariri, A. 2009. "Landasan Filsafat dan Metode Penelitian Kualitatif", *Paper disajikan pada Workshop Metodologi Penelitian Kuantitatif dan Kualitatif* Universitas Diponegoro Semarang, 31 Juli – 1 Agustus 2009.
- Christou, E. (2005). This is a chapter. In Sigala, M., Leslie, D. (Eds.), *Book International Cultural Tourism: Management, Implications, and Cases*. (pp.3-15). Oxford: Elsevier Butterworth-Heinemann.
- Clarke, A., Raffay, A. & Wiltshier, P. 2009. Losing It: Knowledge Management In Tourism Development Projects. *Tourism: An International Multidisciplinary Journal Of Tourism*, 4, 149-166.
- Cole, S. (2006). This is a chapter. In Smith, M. K., Robinson, M. (Eds.), *Book Cultural Tourism in a Changing World: Politics, Participation and (Re)presentation*. (pp.89-103). England: Channel View Publications.
- Cole, Stroma, 1997. "Cultural Heritage Tourism: The Villager's Perspective. A Case Study from Ngada, Flores", dalam Wiendhu Nuryanti *Tourism and Heritage Management*, hlm. 468-481. Yogya: Gadjahmada University Press.
- Coleman, J. 1988. Social Capital In The Creation Of Human Capital. *American Journal Of Sociology*, 94 (Supplement), 95-120.
- Connell, John and Barbara Rugendyke (eds). 2008. *Tourism at the Grassroots: Villagers and Visitors in Asia Pasific*. London: Routledge.

- Cresswell, John W. 2009. *(Third Edition). Research Design: Qualitative, Quantitative and Mixed Methods Approaches*, Third Edition, California: Sage Publication Inc., California.
- Cuthill, M. 2001. Developing Local Government Policy and Processes for Community Consultation and Participation, *Urban Policy and Research*, 192, pp. 183-202.
- Cuthill, M. 2001. Developing Local Government Policy and Processes for Community Consultation and Participation, *Urban Policy and Research*, 192, pp. 183-202.
- Cuthill, M., & John F. 2006, *Capacity building: Facilitating citizen participation in local governance*, University of Queensland, RMIT
- Denzin, N. K. & Lincoln, Y. S. (eds.) 2011. *The SAGE Handbook of Qualitative Research: SAGE Publications, Inc.*
- Desawisatasleman.wordpress.com/desa-wisata-pentingsari/. Diakses 21 Juli 2016.
- Dyer, P., Gursoy, D., Sharma, B., & Carter, J. 2007. Structural modeling of resident perceptions of tourism and associated development on the Sunshine Coast, Australia. *Tourism Management*, 28 (2).
- Elkington, John 1997. *Cannibals with Forks: The Triple Bottom Line of the 21st Century Business*. Chichester. UK: Capstone.
- Erwin, L.T., Erwin, A., Ulung, G. 2012, *Desa Wisata Kawasan Borobudur*, Jakarta: Gramedia Pustaka Utama.
- Finlay, L. (2006). Mapping methodology. In L. Finlay and C. Ballinger (Eds.),
- Fisher, D. 2004. The Demonstration Effect Revisited. *Annals of Tourism Research*, 31, 428-446.
- France, L. *The Earthscan Reader in Sustainable Tourism* (1997, p. 16)
- Freeman, R. E. 1984. *Strategic Management: A Stakeholder Approach*, Marshfield, Pitman Publishing.
- Freeman, R. E. 2010. *Stakeholder Theory: The State Of The Art*, Cambridge, U.K, Cambridge University Press.
- Garrod, B. 2001. *Local Participation in the Planning and Management of Ecotourism: A Revised Model Approach*. Faculty of Economics and Social Science, University of the West of England, Frenchay Campus, Coldharbour Lane, Bristol, BS16 1QY, UK.

- Goodwin, H. 2009. Reflections on 10 years of Pro-Poor Tourism', *Journal of Policy Research in Tourism, Leisure and Events*, 1(1): 90-94.
- Goodwin, H., Santilli, R. 2009. *Community-Based Tourism: a success?* ICRT Occasional Paper 11. International Centre for Responsible Tourism, Leeds.
- Gorman, Catherine. 2005. "Cooperative Marketing Structures in Rural Tourism: The Irish Case", dalam, Derek Hall, Irene Kirkpatrick and Morag Mitchell (eds) *Rural Tourism and Sustainable Business*, pp. 123-36. Toronto: Channel View Publications.
- Granovetter, M. 2005. The Impact Of Social Structure On Economic Outcomes. *Journal Of Economic Perspectives*, 19, 33-50.
- Gursoy, D., & Rutherford, D. G. 2004. Host attitudes toward tourism: an improved structural model. *Annals of Tourism Research*, 31(3).
- Hall, Derek, Irene Kirkpatrick and Morag Mitchell (eds). 2005. *Rural Tourism and Sustainable Business*. Toronto: Channel View Publications.
- Hampton, M. P. 2003. Entry Points for Local Tourism in Developing Countries: Evidence from Yogyakarta, Indonesia. *Geografiska Annaler. Series B, Human Geography*, 85, pp. 85-101.
- Hardy, A. L. & Beeton, R. J. S. 2001. Sustainable Tourism Or Maintainable Tourism: Managing Resources For More Than Average Outcomes. *Journal Of Sustainable Tourism*, 9, 168-192.
- Honey, M. 2003, Extracting dari Artikel Protecting Eden, Published in the "Environment", July 2003.
- Honey, M. 2003, Extracting dari Artikel Protecting Eden, Published in the "Environment", July 2003.
- Honey, M. 2008. *Ecotourism and sustainable development: Who own paradise?* 2nd ed. Washington, DC: Island Press.
- Hong, J. (2014). Study on Urban Tourism Development Based on Experience Economy in Sanghai. *International Journal of Business and Social Science*, 5(4), 59-63. Retrieved from http://ijbssnet.com/journals/Vol_5_No_4_Special_Issue_March_2014/7.pdf
- <http://ekbis.sindonews.com/read/2013/06/17/34/750740/kemenparekraf-kucurkan-rp123-25-m-untuk-pnpm-mandiri>

- Hussey, A. 1989. Tourism in a Balinese Village. *Geographical Review*, 79, pp. 311-325.
- Inskeep, E. 1991. *Tourism planning: an integrated and sustainable development approach*, New York,: Van Nostrand Reinhold
- Inskeep, E. 1991. *Tourism planning: an integrated and sustainable development approach*, New York,: Van Nostrand Reinhold
- Jackson, L. 2001. 'Contemporary Public Involvement: Toward a Strategic Approach' *Local Environment* 62:135-147.
- James, J. 2003. Lord of the village: An Aussie entrepreneur finds Utopia in Indonesian countryside. *Time Magazine*, pp. 56.
- Jennings, G. 2010. *Tourism Research*. Milton, Queensland: John Wiley & Sons.
- Konsep-konsep Kepariwisataaan, *Undang-undang Kepariwisataaan Indonesia*, No. 10 tahun 2009.
- Kuntadi 2013. *Kembangkan desa wisata Kemenparekraf kururkan Rp123,25 M untuk PNPM Mandiri*, Diakses 2 Agustus 2013
- Kuntadi 2013. *Kembangkan desa wisata Kemenparekraf kururkan Rp123,25 M untuk PNPM Mandiri*, Diakses 2 Agustus 2013
- Ladkin, A. & Bertramini, A. M. 2002. Collaborative Tourism Planning: A Case Study Of Cusco, Peru. *Current Issues In Tourism*, 5, 71-93.
- Lai, P. H., & Nepal, S. K. 2006. Local perspectives of ecotourism development in Tawushan Nature Reserve, *Taiwan. Tourism Management*, 27 (6).
- Lane, B. 2009. *Rural Tourism: An Overview*, In: The SAGE Handbook of Tourism Studies. T. Jamal and M. Robinson. London,: Sage Publications. pp.: 354-370.
- Lane, B. 2009. *Rural Tourism: An Overview*, In: The SAGE Handbook of Tourism Studies. T. Jamal and M. Robinson. London,: Sage Publications. pp.: 354-370.
- Lynch, 2002, cited in Smith, M.K., & Robinson, M. 2006, Cultural Tourism in a Changing World, *Politic Participation and Representation*.
- Lyons, M C Smuts and A Stephens 2001. Participation, Empowerment and Sustainability *Urban Studies* 38(8), pp.1233-1251.

- Mackellar, J. 2006. Conventions, Festivals, And Tourism: Exploring The Network That Binds. *Journal Of Convention And Event Tourism*, 8, 45-56
- Madiun, I. N. 2008. *Partisipasi Masyarakat Lokal Dalam Pengembangan Kawasan Pariwisata Nusa Dua (Perspektif Kajian Budaya)*, Disertasi, Program Pascasarjana, Universitas Udayana, Denpasar.
- Madiun, I. N. 2008. *Partisipasi Masyarakat Lokal Dalam Pengembangan Kawasan Pariwisata Nusa Dua (Perspektif Kajian Budaya)*, Disertasi, Program Pascasarjana, Universitas Udayana, Denpasar.
- Mair, Heather, Donald G. Reid, dan Wanda George. 2005. "Globalisation, Rural Tourism and Community Power", dalam Derek Hall, Irene Kirkpatrick, and Morag Mitchell (eds) *Rural Tourism and Sustainable Business*, pp. 165-179. Toronto: Channel View Publications.
- Mann, M. 2000, *The Community Tourism Guide* (2000, pp. 18–9)
- Merriam, S. B. 1991. *Case Study Research in Education, A Qualitative Approach*, San Francisco,: Jossey-Bass Publisher Inc.
- Miller, G. & Twining-Ward, L. 2005. *Monitoring For A Sustainable Tourism Transition: The Challenge Of Developing And Using Indicators.* , Wallingford, Cabi Publishing.
- Mitchell, B. 1994. Sustainable Development at the Village Level in Bali, Indonesia. *Human Ecology*, 22, pp. 189-211.
- Mitchell, R., Agle, B. & Wood, D. 1997. Towards A Theory Of Stakeholder Identifications And Salience. Defining The Principle Of Who And What Really Counts. *Academy Of Management Review*, 22, 853-886.
- Nelson, Fred. 2004. The evolution and impacts of community-based ecotourism in northern Tanzania. International Institute of Environment and Development Program. Issue paper no. 131.
- Nepal, S.K. 2007. *Indigenous Perspectives on Ecotourism in Nepal: The Ghale Kharka-Sikles and Sirubari Experience*. In: Higham, J. (Ed): *Critical Issues in Ecotourism: Understanding a Complex Tourism Phenomenon*. Elsevier Ltd.
- Nepal, S.K. 2007. *Indigenous Perspectives on Ecotourism in Nepal: The Ghale Kharka-Sikles and Sirubari Experience*. In: Higham, J. (Ed): *Critical Issues in Ecotourism: Understanding a Complex Tourism Phenomenon*. Elsevier Ltd.

- Nuryanti, Wiendu. 1993. *Concept, Perspective and Challenges*, makalah bagian dari Laporan Konferensi Internasional mengenai Pariwisata Budaya. Yogyakarta: Gadjah Mada University Press. Hal.2-3.
- Nuryanti, Wiendu. 1993. *Concept, Perspective and Challenges*, makalah bagian dari Laporan Konferensi Internasional mengenai Pariwisata Budaya. Yogyakarta: Gadjah Mada University Press. Hal.2-3.
- Page, S.J., Brunt, P., Busby, G., Connell, J. (2001). *Tourism: A Modern Synthesis*. London: Thomson Learning.
- Parmar, B. L., Freeman, R. E., Harrison, J. S., Wicks, A. C., Purnell, L. & De Colle, S. 2010. Stakeholder Theory: The State Of The Art. *The Academy Of Management Annals*, 4, 403-445.
- Permanasari, Ika K. 2011. "Pemberdayaan Masyarakat melalui Desa Wisata dalam Usaha Peningkatan Kesejahteraan (Desa Candirejo, Magelang, Jawa Tengah)", Tesis, Fakultas Ekonomi, Universitas Indonesia.
- Pforr, C. 2006. Tourism Policy In The Making: An Australian Network Study. *Annals Of Tourism Research*, 33, 87-108.
- Picard, M. (1986). *Cultural Tourism in Bali: Cultural Performances as Tourist Attraction*. Paper presented at the International Workshop on Indonesian Studies, Balinese State and Society: Historical, Textual and Anthropological Approaches, Leiden.
- Pine, B. J. II, Gilmore, J. H. (1998). Welcome to the Experience Economy. *Harvard Business Review*. 97-105.
- Pine, B. J. II, Gilmore, J. H. (2011). *The Experience Economy*. Boston: Harvard Business School Publishing.
- Pitana, I.G.& Gayatri, P.G. 2005. *Sosiologi Pariwisata*. Andi Yogyakarta: Andi Press. Yogyakarta.
- Pretty, J. N. 1995. Participatory Learning for Sustainable Agriculture. *World Development* 23(8), Hal: 1247-1263.
- Pretty, J.N. 1995. Regenerating Agriculture: Policies and Practice for Sustainability and Self-Reliance. Earthscan, London; National Academy Press, Washington - adapted from Adnan *et al.* 1992)

- Pretty, J.N. 1995. *Regenerating Agriculture: Policies and Practice for Sustainability and Self-Reliance*. Earthscan, London; National Academy Press, Washington - adapted from Adnan *et al.* 1992)
- Prihatiyani 2011, *960 Desa Wisata pada Tahun 2012*. Diakses 3 Juni 2013, <<http://travel.kompas.com/read/2011/11/07/17593283/960.Desa.Wisata.pada.Tahun.2012>>.
- Putra, I.N.D. & Pitana, I.G. 2010. *Pariwisata Pro-Rakyat Meretas Jalan Mengentaskan Kemiskinan di Indonesia*, Jakarta: Kementerian Kebudayaan dan Pariwisata Republik Indonesia., Jakarta.
- Putra, I.N.D. & Pitana, I.G. 2010. *Pariwisata Pro-Rakyat Meretas Jalan Mengentaskan Kemiskinan di Indonesia*, Jakarta: Kementerian Kebudayaan dan Pariwisata Republik Indonesia., Jakarta.
- Richards, G. (2001). This is a chapter. In Richard, G. (Eds.), *Book Cultural Attraction and European Tourism*. (pp.55-69). Oxon: CABI International.
- Richards, G. (2007). This is a chapter. In Richards, G. (Eds.), *Book Cultural Tourism: Global and Local Perspectives*. Binghamton: The Haworth Hospitality Press.
- Richardson, J. I., & Fluker, M. (2004). *Understanding and Managing Tourism*. Australia: Pearson Education Australia.
- Robson, J. & Robson, I. 1996. From Shareholders To Stakeholders: Critical Issues For Tourism Marketers. *Tourism Management*, 17, 533-540.
- Salazar, N. B. 2011. The power of imagination in transnational mobilities. *Identities*, 18, 576-598
- Salazar, N. B. 2012. Community-based cultural tourism: *issues, threats and opportunities*. *Journal of Sustainable Tourism*, 20, pp. 9-22.
- Salazar, N. B. 2012. Community-based cultural tourism: *issues, threats and opportunities*. *Journal of Sustainable Tourism*, 20, pp. 9-22.
- Sastrayuda, Gumelar S. 2010. Konsep pengembangan kawasan desa wisata. <http://www.google.co.id/file.upi.edu/Direktori/Gumelar_S>
- Sastrayuda, Gumelar S. 2010. Konsep pengembangan kawasan desa wisata. <http://www.google.co.id/file.upi.edu/Direktori/Gumelar_S>

- Scheyvens, R., & Mornsen, J. H. 2008. *Tourism and poverty reduction: issues for small island states*. *Tourism Geographies*, 10 (1).
- Shkira, E, Zoto, S, Theodori, O. 2011. *Community Based Tourism, A Strategy For Sustainable Tourism Management In Korça Region* pp. 1-9, Faculty of Economic, Korçë, Albania
- Stasiak, A. (2013). Tourist Product in Experience Economy. *Tourism* 23/1, 27-35. Retrieved from <http://dspace.uni.lodz.pl/xmlui/bitstream/handle/11089/4719/TP%20IN%20EXPERIENCE%20ECONOMY.pdf?sequence=3&isAllowed=y>
- Suarthana, I Ketut Putra. 2015. Impact of Community Participation on tourism villages Management to Economy, Environment, Social and Culture. Dissertation of Doctoral Program on Tourism, Udayana University, Bali Indonesia.
- Sukmana, Oman. 2006. Model Pengelolaan Lingkungan Binaan Desa Wisata Bunga pada Kawasan Ekowisata (Studi di Desa Sidomulyo, Kota Batu). Malang: Lemlit Universitas Muhammadiyah Malang.
- Sukmana, Oman. 2006. *Model Pengelolaan Lingkungan Binaan Desa Wisata Bunga pada Kawasan Ekowisata* (Studi di Desa Sidomulyo, Kota Batu). Malang: Lemlit Universitas Muhammadiyah Malang.
- Sukmana, Oman. 2008. *Model Pengembangan Lingkungan Kota Ekowisata* (Studi di Wilayah Kota Batu). Malang: Lemlit Universitas Muhammadiyah Malang.
- Tarplee, Susan. 2008. "After the bomb in a Balinese Village" in John Connell and Barbara Rugendyke (eds) *Tourism at the Grassroots: Villagers and Visitors in Asia Pasific*, pp. 148-63. London: Routledge.
- Teye, V., Sirakaya, E., & Sönmez, S. 2002. Residents' attitudes toward tourism development. *Annals of Tourism Research*, 29 (3).
- Thapa, Kamal 2010, tourism villages Development of Management in Nepal : A Case Study of Sirubari Village, Accessed on 27 /8/2010, Pokhara University, Kathmandu.
- Thapa, Kamal 2010, *tourism villages Development of Management in Nepal : A Case Study of Sirubari Village*, Accessed on 27 /8/2010, Pokhara University, Kathmandu.
- Timur, S. & Getz, D. 2008. *A Network Perspective On Managing Stakeholders For Sustainable Urban Tourism*. . *International Journal Of Contemporary Hospitality Management*, 20, 445-461.

- Tosun, C. (2000). Limits to community participation in the tourism development process in developing countries, *Tourism Management*, 21: 613-633.
- Tosun, C. (2000). Limits to community participation in the tourism development process in developing countries, *Tourism Management*, 21: 613-633.
- Tosun, C. (2006). Expected nature of community participation in tourism development. *Tourism Management*, 27(3): 493-504.
- Tosun, C. (2006). Expected nature of community participation in tourism development. *Tourism Management*, 27(3): 493-504.
- Tosun, C. 1999. Towards a Typology of Community Participation in the Tourism Development Process. *Anatolia* 10(2): 113-134.
- Tosun, C. 1999. Towards a Typology of Community Participation in the Tourism Development Process. *Anatolia* 10(2): 113-134.
- Ulung, G. 2013, *Wisata Ziarah: 90 destinasi wisata ziarah dan sejarah di Jogja, Solo, Magelang, Semarang, Cirebon*, Jakarta: Gramedia Pustaka Utama.
- UNDP dan WTO. 1981. *Tourism Development Plan for Nusa Tenggara, Indonesia*. Madrid: World Tourism Organization. Hal. 69.
- Veal, A. J. 2006. *Research Methods for Leisure and Tourism: A Practical Guide*, Edinburgh Gate England, Pearson Education Limited.
- Wardani, I.K. 2008, Model Pengelolaan Desa Wisata Perkebunan Salak Pondoh Kembangarum, Donokerto, Turi, Sleman, Yogyakarta, Universitas Sebelas Maret Surakarta.
- Wearing, S., Stevenson, D, Young, T. (2010). *Tourist Cultures: Identity, Place, and the Traveller*. London: SAGE Publications Ltd.
- Wesley, A. & Pforr, C. 2010. The Governance Of Coastal Tourism: Unravelling The Layers Of Complexity At Smiths Beach, Western Australia. *Journal Of Sustainable Tourism*, 18, 773-792.
- Widari, Dewa Ayu Diah Sri. 2015. “Perkembangan Desa Wisata Jatiluwih setelah Penetapan Subak sebagai Warisan Budaya Dunia di Kecamatan Penebel Kabupaten Tabanan”. Tesis S-2 Kajian Pariwisata Universitas Udayana.

Winarno. 2004. *Media Indonesia Alright*. Available from: [http //www .Micom @Media Indonesia.com](http://www.Micom@MediaIndonesia.com).

World Trade Organization. 1998. Guide for local authorities on developing sustainable tourism. (<http://www.world-tourism.org>).WTO, Modified by Stradas 2001.

**More
Books!** 



yes
I want morebooks!

Buy your books fast and straightforward online - at one of the world's fastest growing online book stores! Environmentally sound due to Print-on-Demand technologies.

Buy your books online at
www.get-morebooks.com

Kaufen Sie Ihre Bücher schnell und unkompliziert online – auf einer der am schnellsten wachsenden Buchhandelsplattformen weltweit!
Dank Print-On-Demand umwelt- und ressourcenschonend produziert.

Bücher schneller online kaufen
www.morebooks.de

SIA OmniScriptum Publishing
Brivibas gatve 197
LV-103 9 Riga, Latvia
Telefax: +371 68620455

info@omniscryptum.com
www.omniscryptum.com

OMNI Scriptum



