



The Impact of Tourism Village Development on Quality of Life

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Abstract. The Indonesian government continues to strive for economic recovery from the pandemic covid-19, especially in the economic and tourism sector. Tourism is a potential sector to be developed because it encourages and accelerates economic growth. This requires cooperation between government and non-government. Therefore, Rumah Zakat as an amil zakat national institution participates in economic recovery through a tourism village development program. This study aims to see the effect of developing a tourism village on the quality of life of the community. The research was conducted in Rumah Zakat tourism village and involved 108 respondents. The results showed that there was a simultaneous significant effect of 38.7% between the impact of developing a tourism village (economic, social, cultural, environmental) on the quality of life of the community. The economic impact variable is the most dominant variable affecting the improvement of people's quality of life compared to other variables, namely social, cultural, and environmental impacts.

Keywords: Quality of Life · Tourism Village Development · Empowerment

1 Introduction

The Indonesian government continues to strive to recover the economy from the COVID-19 pandemic, especially in the economic and tourism sectors. Tourism is a sector that has the potential to be developed because it encourages and accelerates economic growth. The tourism sector was one of the leading sectors before the pandemic occurred, this was because tourism had a major contribution to the domestic economy. In addition, tourism is the most sustainable commodity and touches down to the lower levels of society. The tourism sector is also considered to have a significant share in the country's foreign exchange earnings, one of which is the creation of job opportunities. Even from 2013–2019, the contribution of the tourism sector to the national economy continued to rise. Based on data from the Ministry of Tourism in 2019, the contribution of the tourism sector to the Gross Domestic Product (GDP) was 4.8%. There was an increase of 0.30 points compared to the previous year. Not only that, but the tourism sector in Indonesia has also become the mainstay of the country's foreign exchange. At the end of 2018, the tourism sector was able to contribute the largest foreign exchange with a value of more than USD 19.2 billion.

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Meanwhile, when the Covid-19 pandemic hit, tourism was the sector most affected. Based on data from the Badan Pusat Statistik (BPS), the value of Indonesia's internal tourism consumption in 2020 reached IDR 745.59 trillion. This figure fell by 57.01% compared to 2019. BPS defines internal tourism consumption as the total expenditure of foreign tourists and domestic tourists, as well as imputation from other tourism consumption. In addition, the impact of the Covid-19 pandemic on the Indonesian tourism sector can also be seen in the reduction in working hours. A total of 12.91 million people in the tourism sector experienced a reduction in working hours, and 939 thousand of people in the tourism sector were temporarily out of work. Meanwhile, in 2020, around 409 thousand workers in the tourism sector lost their jobs due to the Covid-19 pandemic.

The tourism problem which is quite complicated requires cooperation between the government and non-government. The Minister of Tourism and Creative Economy of Indonesia, Sandiaga Salahuddin Uno stated that in the recovery of the tourism sector, cooperation from all Penta helix stakeholders is needed, from academia, business, community, and government to media publications. Good cooperation between government and non-government is expected to further develop tourism in Indonesia by maximizing existing tourism potentials throughout the country, such as sports tourism as well as meetings, incentives, conventions, and exhibitions (MICE), to empower tourist villages.

Rumah Zakat, a national amil zakat institution that is included in the non-government sector, participates in the recovery of tourism after the Covid-19 pandemic. Rumah Zakat carries out tourism development in Desa Berdaya by involving the active role of the community as well as an effort to empower local communities to improve welfare. According to Kartasasmita (2001) [1], community empowerment is an effort to increase the dignity of the layers of society who in their current condition are unable to escape the trap of poverty and development.

The development of Tourism Villages as a community empowerment program is intended to provide power as well as an effort to reduce poverty by utilizing local potential. In addition, the existence of the Tourism Village program will provide useful benefits to improve people's living standards as stated in the Regulation of the Minister of Tourism of the Republic of Indonesia Number 29 of 2015 namely the development of rural-based tourism (tourism villages) will drive tourism economic activity which will prevent urbanization of rural communities. to the city. The development of tourism in rural areas will encourage nature conservation which in turn will have an impact on reducing global warming. The tourism village is expected to be able to make a positive contribution to the community, one of which is in improving the quality of life of the community. Based on the explanation above, this study finds out the impact of developing a tourist village on the quality of life of the community.

2 Literature Review

2.1 Tourism

As mentioned earlier, tourism is undoubtedly one of the fastest-growing industries in the world. In terms of the definition of tourism itself, WTO defines tourism as "a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes"

(UNWTO, 2015). Another definition offered by Mathieson & Wall in Pitana dan Gayatri (2005) [2] is that tourism is the activity of temporarily moving people outside their place of domicile to carry out activities and meet their needs.

A tourist village is a rural area that offers various kinds of entertainment such as attractions, accommodation, and even other supporting facilities while still upholding authenticity in terms of socio-culture, customs, daily life, traditional architecture, and village layout inherent in its territory [3].

2.2 Economic, Social, Cultural, and Environment Impact

Tourism has a power that can cause and even affect society in certain ways as it does in other industries. Since the 1970s, the impact of tourism has been researched but most researchers still focus on the economic impact as it is considered an important sector for economic development [4].

In terms of economic aspects, it offers numerous compelling effects to the host community. According to Ennew (2003) [5], economic benefits are considered the most important and sought effect by the residents in tourism development. Tatoglu et al. (2002) [6] also agreed that the economic effect is commonly perceived positively by the residents. It is due to its benefits that are tangible and directly felt by the residents, as stated by Shakaya in Wijaya (2017) [7], where tourism is “the biggest generator of wealth and employment in the world”.

Employment especially is one of the factors that are highly valued by the residents among the economic benefit of tourism, as it reduces unemployment and creates job opportunities [8]. Further, tourism also contributes to the destination revenue through tourist expenditure which also contributes to regional and national revenue through taxes (income tax, travel tax, tourism-related tax) as well as to induce multiplier effect that benefits various industries at the destination [9]. Additionally, the effect would also result in an improvement in the residents’ living standards [10]. Also, as cited in Tatoglu et al.(2002), “ net earnings from tourism generally flow to the coproprietors and businessmen while the residents suffer from adding the cost of living.” likewise, the employment occasion handed by tourism also [7].

As explained earlier, tourism’s impact does not only affect the economic aspect, but also the social and cultural of the host community. Due to interactions with a foreign culture of the tourist, it may cause cultural and social changes over time. Sharma in Wijaya (2017) [7, 11] explained that tourists travel to a destination along with their own ‘cultural baggage’ of their own beliefs, values, and behavior that can impact the local culture they visited. Tourism development can result in promoting social well-being and increasing the quality of life for the local people [9] Added by Andereck et al. (2005) [10] and Weaver and Lawton (2014) [9], in an attempt to improve destination competitiveness, infrastructure development also benefits local people indirectly by improving public services such as the development of health, recreational, and cultural facilities. However, on the contrary, tourism also has its costs that affect negatively the social and cultural aspects of the community.

Tourism can provide benefits by encouraging natural resource preservation, and at the same time has its costs in causing environmental damage and destruction [12]. As explained by Swarbrooke (1999) [13], the environment in the tourism context includes

wildlife, farmed environment, built environment, and natural resources. These aspects of the environment can be highly affected by tourism, as with the growth of the number of tourists, so does the pressure put on the environmental resources, which can result in negative outcomes [14]. The environmental damage caused by tourism is not necessarily only caused by the tourist, a larger case of environmental damage is also caused by tourism development and construction [6]. Construction of tourism facilities will lead to not only increased sewage and pollution, but also cause land degradation, damaging flora and fauna, loss of wildlife habitat, and visual pollution of the scenery [15, 16].

2.3 Quality of Life

The World Health Organization Quality of Life (WHOQOL) (in Billington et al., 2010) [17] defines the quality of life as an individual's perception of the individual's position in life in the context of the cultural and value system in which the individual lives and with goals, expectations, standards, and concerns. Quality of life is a broad concept that begins to be affected in complex ways by the individual's physical health, psychological state, personal beliefs, social relationships, and the individual's relationship to important features of the individual's environment.

Meanwhile, Cummins defines the quality of life as the domain of material well-being. Community well-being, emotional well-being, productive activities, social relations, health, and safety [18].

2.4 Empowerment

The definition of community empowerment, according to Ife (2008) [19] Empowerment is a process of helping disadvantaged groups and individuals to compete more effectively with other interests, by helping them to learn and use in lobbying, using the media, engaging in political action, understanding how to 'work the system,' and so on.

Empowerment has two tendencies, among others: first, the primary tendency, namely the tendency of processes that give or transfer some of the power, strength, or ability (power) to the community or individual to become more empowered. This process can also be complemented by efforts to build material assets to support the development of their independence through the organization; and then, secondary tendencies, namely tendencies that emphasize the process of providing stimulation, encouraging or motivating individuals to have the ability or empowerment to determine what their life choices are through a dialogue process. The two tendencies give (at the extreme point) seeming opposites, but often to realize the primary tendency, you have to go through the secondary tendency first [20].

3 Research Method

3.1 Research Design

The research design used is a causal research design, which is a research design conducted to determine the causal relationship between independent and dependent variables. So that it can be seen the characteristics of the relationship between the cause and effect variables that will be predicted.

3.2 Types of Research

This research uses quantitative descriptive methods, according to Borg and Gall that quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using secondary data, and quantitative or statistical data analysis to test the hypothesis that has been explained [21].

3.3 Population and Sample

Determination of the sample using the theory of Roscoe (1982) [22] where the sample size should be 10 times larger than the number of research variables. This study uses 5 research indicators, and the minimum sample used is 50 samples. Thus, the samples taken in this study were 108 samples.

3.4 Data Collection Technique

Data collection was carried out using a survey method through a questionnaire that was submitted to each respondent. A questionnaire is a data collection technique that is carried out by giving a set of written questions to respondents to answer, which can be given in person or by post or the internet. There are two types of questionnaires, namely closed and open. The questionnaire used in this case is closed, namely a questionnaire whose answers have been provided so that respondents just choose and answer directly [21].

3.5 Instrument Validity and Reliability

Test the validity of an instrument (list of questions) in the questionnaire is said to be valid if the question can measure what it wants to measure. An instrument is said to be valid if it can reveal data from the variables studied appropriately. The high-low validity of the instrument indicates the extent to which it has high validity as well. The minimum requirement to be considered eligible is if $r = 0.3$, so if the correlation between items with a total score of less than 0.3 then the items in the instrument are declared invalid.

The purpose of the reliability test is that the instrument used in the questionnaire can be trusted (reliable). Reliability testing in this study used internal consistency, namely trying the instrument only once, then the data obtained were analyzed with certain techniques. Internal consistency was measured using the Cronbach alpha coefficient. If the alpha coefficient is greater than 0.60, it is stated that the measurement instrument used in the study is reliable.

3.6 Data Analysis Technique

The data processing technique uses the computational calculation of the SPSS program (Statistical Program for Social Science), which is a statistical computer program that can process statistical data accurately and quickly, into various outputs desired by decision-makers. Data analysis is the processing of data obtained by using formulas or with existing rules following the research approach [23].

4 Results

4.1 Tourism Village Rumah Zakat

Rumah Zakat Tourism Village is an empowerment program through tourism development in Desa Berdaya. The development of Rumah Zakat tourism village uses the method of empowering local communities accompanied by Relawan Inspirasi. The implementation process involves the community and various stakeholders such as the village government and community groups that support the program's progress. The development of tourist villages also sees and utilizes the potential that exists in the village such as natural resources and human resources. Through the tourism village, it is hoped that it can create independence for the Empowered Village. Independence and sustainability are indicators of the success of the empowerment program. Therefore, the development of tourist villages is one of the important programs in the Empowered Village.

There are several models for the development of Rumah Zakat Tourism Village, such as Nature Tourism and Cultural Tourism. Nature Tourism focuses on educational tours that are in nature so that visitors are served with beautiful and shady natural scenery such as the camping ground legok reret which focuses on camping and rafting tours. Meanwhile, cultural tourism focuses on arts and culture which is potential in villages such as sangkrah painting village.

4.2 Characteristics of Respondents

Figure 1 shows that the respondents who have the highest percentage are women with a total percentage of 62% compared to men who are only 38%.

Based on Fig. 2, the number of respondents based on recent education varies. Most of the respondents have the last education level SMA/SMK/MA as much as 31%. Then the number of respondents with the latest education SD/MI/SR is 31%, the last education is SMP/MT's as much as 30%, the latest education is bachelor as much as 6%, a diploma is 2%, and beneficiaries who are not in school are 1%.

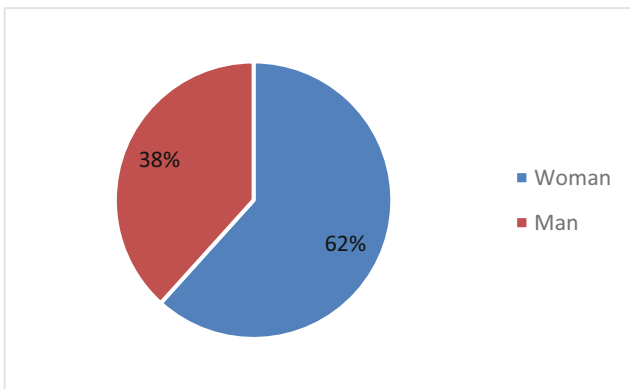


Fig. 1. Characteristics of Respondents by Gender

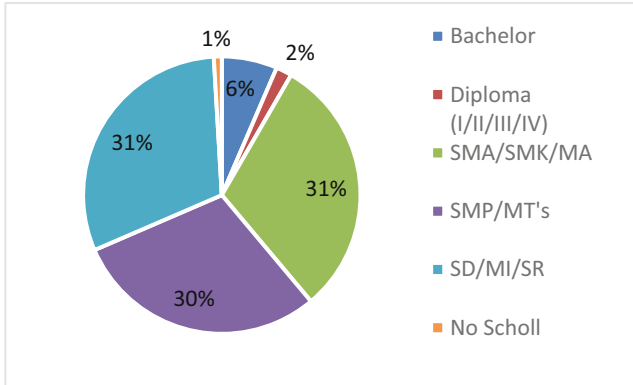


Fig. 2. Characteristics of Respondents by Educational Status

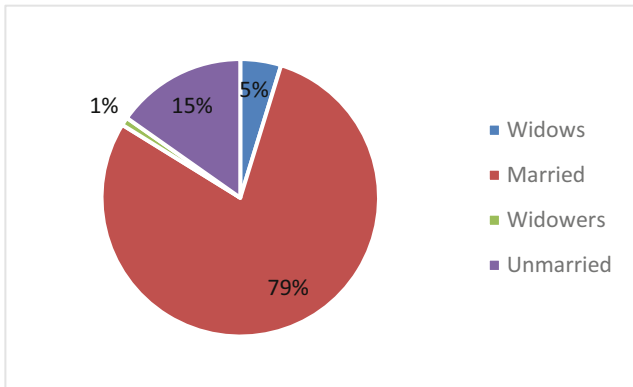


Fig. 3. Characteristics of Respondents by Marital Status

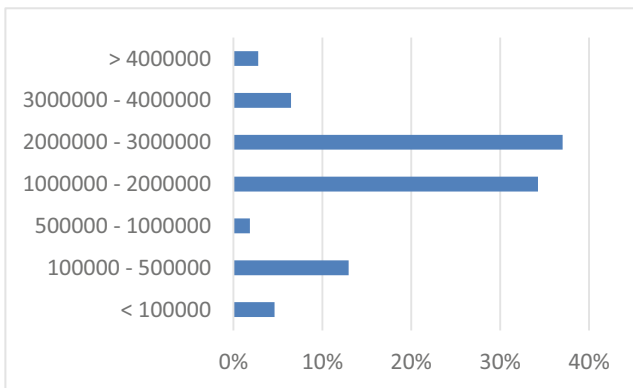


Fig. 4. Characteristics of Respondents by Family Income

The result from Fig. 3 shows that as many as 79% of the beneficiaries are married. Then 15% are unmarried, 5% are widows, and as many as 1% are widowers.

In Fig. 4 it can be seen that as many as 37% of respondents have an income of 2,000,000 to 3,000,000, then 34% have an income between 1,000,000 to 2,000,000, then, the other 13% of respondents have incomes of 100,000 to 500,000, as many as 6% have an income of 3,000,000 to 4,000,000. In addition, as many as 5% have incomes of less than 100,000, another 3% of respondents have incomes of more than 4,000,000, in addition, 2% of respondents have an income of 500,000 to 1,000,000.

4.3 Validity Test

From the Table 1, it can be seen that the r-count value on the correlation coefficient for each question item on the questionnaire instrument has a larger and positive r-count compared to the r-table. All questions on the independent variables were declared valid, both from the economic impact, social impact, cultural impact, and environmental impact (Table 2).

The dependent variable (quality of life) consists of 24 statement items, and all of them are declared valid.

4.4 Reliability Test

Based on the reliability test that has been carried out, it is known that Cronbach's Alpha value is > 0.6 . This indicates that all questions or questionnaires on all variables are declared reliable or consistent in measuring these variables so that they can be used as data collection in this research (Table 3).

Table 1. Validity Test Independent Variable

Variable	r-count	r-table	Results
Economic Impact	0.323	0.187	Valid
	0.629	0.187	Valid
	0.443	0.187	Valid
	0.296	0.187	Valid
	0.393	0.187	Valid
	0.503	0.187	Valid
	0.338	0.187	Valid
Social Impact	0.563	0.187	Valid

(continued)

Table 1. (continued)

Variable	r-count	r-table	Results
	0.698	0.187	Valid
	0.650	0.187	Valid
	0.583	0.187	Valid
	0.493	0.187	Valid
	0.492	0.187	Valid
Cultural Impact	0.669	0.187	Valid
	0.500	0.187	Valid
	0.560	0.187	Valid
	0.409	0.187	Valid
	0.676	0.187	Valid
	0.525	0.187	Valid
Environment Impact	0.670	0.187	Valid
	0.712	0.187	Valid
	0.653	0.187	Valid
	0.441	0.187	Valid
	0.347	0.187	Valid
	0.429	0.187	Valid

Table 2. Validity Test Dependent Variable

Variable	r-count	r-table	Results
Quality of Life	0.738	0.187	Valid
	0.640	0.187	Valid
	0.677	0.187	Valid
	0.704	0.187	Valid
	0.639	0.187	Valid
	0.590	0.187	Valid
	0.599	0.187	Valid
	0.567	0.187	Valid
	0.718	0.187	Valid

(continued)

Table 2. (continued)

Variable	r-count	r-table	Results
	0.682	0.187	Valid
	0.641	0.187	Valid
	0.666	0.187	Valid
	0.599	0.187	Valid
	0.639	0.187	Valid
	0.579	0.187	Valid
	0.248	0.187	Valid
	0.451	0.187	Valid
	0.497	0.187	Valid
	0.530	0.187	Valid
	0.720	0.187	Valid
	0.752	0.187	Valid
	0.442	0.187	Valid
	0.566	0.187	Valid
	0.382	0.187	Valid

Table 3. Reliability Test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.877	0.892	49

5 Discussion

5.1 Multiple Linear Regression Analysis

Multiple linear regression analysis to determine the effect of both simultaneous and partial economic impacts, social impacts, cultural impacts, and environmental impacts on people's quality of life (Table 4).

The constant value of 0.689 with a positive value indicates the positive influence of the independent variables (Social Impact, Economic Impact, Cultural Impact, and Environmental Impact). If the independent variable increases or affects one unit, the Quality of Life variable will increase or be fulfilled.

The regression coefficient value of the Economic Impact variable on the Quality of Life variable (Y) means that if the Economic Impact (X_1) increases by one unit, then the Quality of Life will increase by 0.439 or 43.9% and the coefficient is positive, meaning that the Economic Impact and Quality of Life have a positive relationship. An increase

Table 4. Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.689	0.592		1,163	0.247
	Economic Impact	0.439	0.127	0.299	3,450	0.001
	Social Impact	0.367	0.075	0.449	4,926	0.000
	Cultural Impact	0.147	0.097	0.117	1,512	0.134
	Environment Impact	-0.081	0.06	-0.111	-1,344	0.182

^a Dependent Variable: Quality of Life

in Economic Impact will increase the Quality of Life. In addition, the value of sig. of 0.001 or less than 0.05 means that it partially has a significant effect between Economic Impact and Quality of Life.

The regression coefficient value of the Social Impact variable on the Quality of Life variable (Y) means that if the Social Impact (X_2) increases by one unit, then the Quality of Life will increase by 0.367 or 36.7% and the coefficient is positive, meaning that Social Impact and Quality of Life have a positive relationship. An increase in Social Impact will increase Quality of Life. As well as the value of sig. of 0.000 or less than 0.05 means that there is an influence between Social Impact and Quality of Life.

The regression coefficient value of the Cultural Impact variable on the Quality of Life variable (Y) means that if the Cultural Impact (X_2) increases by one unit, then the Quality of Life will increase by 0.147 or 14.7% and the coefficient is positive, meaning that Cultural Impact and Quality of Life have a positive relationship. An increase in Cultural Impact will increase the Quality of Life. As well as the value of sig. of 0.134 or more than 0.05, it means that part it has no significant effect between Cultural Impact and Quality of Life.

The regression coefficient value of the Environmental Impact variable on the Quality of Life variable (Y) means that if the Environmental Impact (X_4) increases by one unit, the Quality of Life will experience a reduction of 0.081 or 8.1% and the coefficient is negative, meaning that the Environmental Impact and Quality of Life have a negative relationship. An increase in Environmental Impact will result in a decrease in Quality of Life. As well as the value of sig. of 0.182 or more than 0.05, meaning that part has no significant effect between Environmental Impact and Quality of Life.

5.2 F Test (Simultaneous)

Simultaneous hypothesis testing is used to test whether there is an effect of the independent variable simultaneously (together) on the dependent variable (Table 5).

Table 5. F Test Results (Simultaneous

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,291	4	1,823	16,229	.000b
	Residual	11,568	103	0.112		
	Total	18,859	107			

a Dependent Variable: Quality of Life

b Predictors: (Constant), Environment Impact, Cultural Impact, Economic Impact, Social Impact

Based on the ANOVA output table, it is known that the significance value (Sig.) in the F test is 0.000. Value of Sig. $0.000 < 0.05$, then as the basis for decision-making in the F test it can be concluded that the Social Impact (X1), Economic Impact (X2), Cultural Impact (X3) and Environmental Impact (X4) simultaneously or jointly affect the Quality of Life (Y1) significantly. Thus, the requirements to be able to interpret the value of the coefficient of determination in multiple linear regression analysis have been fulfilled.

5.3 Coefficient of Determination

The coefficient of determination is intended to determine the ability of the independent variable to represent the dependent variable. The coefficient of determination can be known through the value of R square as follows:

Through the Table 6, it can be seen what percentage (%) of the impact given by the variables Social Impact (X1), Economic Impact (X2), Cultural Impact (X3), and Environmental Impact (X4) simultaneously or together on the Quality of Life variable (Y). In this case, it refers to the R Square value contained in the results of multiple linear regression analysis.

Based on the table above, it is known that the coefficient of determination or R Square is 0.387. R Square value of 0.387 comes from squaring the value of the correlation coefficient or R, which is $0.622 \times 0.622 = 0.387$. The magnitude of the coefficient of determination (R Square) is 0.387 or equal to 38.7%. This figure means that the variables Social Impact (X1), Economic Impact (X2), Cultural Impact (X3), and Environmental Impact (X4) simultaneously or jointly affect the Quality of Life variable (Y) by 38.7%.

Table 6. Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622a	0.387	0.363	0.33513

a Predictors: (Constant), Environment Impact, Cultural Impact, Social Impact, Economic Impact

6 Conclusion

There are several models for the development of Rumah Zakat Tourism Village, such as Nature Tourism and Cultural Tourism. Rumah Zakat Tourism Village uses a model of local community empowerment that involves stakeholders, both government and other private parties. In addition, the development of tourist villages also maximizes the potential that exists in the Empowered Village.

There is a significant simultaneous (together) impact of tourism (economic, social, cultural, environmental) on the quality of life of the community. This means that the impact of tourism (economic, social, cultural, environmental) simultaneously has an influence and has a tendency to improve the quality of life of the community. The impact of tourism simultaneously has an effect of 38.7% on the quality of life of the community.

The economic impact variable is the most dominant variable affecting the improvement of people's quality of life compared to other variables, namely social, cultural, and environmental impacts. The environmental impact variable is a variable that has a negative coefficient value, which means that any increase in environmental impact that occurs can cause a decrease in the quality of life of the community.

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