



Community Participation in Development of Rural Tourism Area in Taro Village

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ABSTRACT. The involvement of community members plays a crucial role in the successful execution of development initiatives. Development processes that do not actively engage the community are prone to marginalizing the very community they aim to benefit. However, it is important to acknowledge that in practice, community participation is frequently overlooked, resulting in the community being seen as passive recipients of development initiatives. The establishment of a tourist town necessitates a deliberate transformation that necessitates the involvement of several stakeholders, including business entities, governmental bodies, and local populations, in a comprehensive and sustainable approach. This is in line with the mandate of Article 2 letter k of Law no. 32 of 2009 concerning the Protection and Management of the Environment (PPLH): Community participation in development can be carried out starting from the planning process to the operation of the development. This research wants to find answers from; (1) Community involvement in supervising the development of a tourist village in Taro Village, Gianyar Regency, (2) Finding the right model for the development of a tourist village that prioritizes local community participation. The combined normative and empirical method (mixed method) is used as a reviewer of the existing problem formulation. The aim is to find a solution to the problem of developing a tourism village based on community participation in Taro Village, Gianyar Regency so that it can develop a sustainable tourism village. To yet, the process of transforming Taro Village in Gianyar Regency, Bali Province into a tourism village has not adequately incorporated community engagement. The predominant stakeholders involved in the management of the tourist village development in Taro are primarily comprised of business entities and governmental bodies, hence presenting various challenges along the process. The absence of both the opportunity and the inclination among individuals to engage in complete participation. When discussing a clean and sustainable approach to government governance, it is anticipated that the government will serve as a facilitator for corporate entities, offering increased support and advantages to local communities. Community participation in the planning process is the highest level of community involvement. The identification of this particular model of community engagement within the planning process effectively encourages the active involvement of community members in decision-making processes pertaining to development plans. The involvement of the government's political determination is vital in mitigating the excessive influence of tourism industry stakeholders in the advancement of tourist villages. This can be achieved by creating opportunities for community engagement and participation.

Keywords: Tourism Village Development, Community Participation, Sustainable Tourism

1 Background

Taro Village is located in Tegallalang District, Gianyar Regency, Bali. Located about 15 km from downtown Gianyar and about 30 km from the city of Denpasar as the center of the Provincial Government of Bali. Taro Village is a highland village. The community in question is situated at an elevation ranging from 500 to 1000 meters above sea level, with an average annual precipitation of 2500 millimeters. The ambient air temperature in this location exhibits a range of 26-29 degrees Celsius, indicating a relatively cool climate. The settlement exhibits a terraced terrain characterized by multiple levels of terraces, featuring a maximum slope of 600. Consequently, the primary means of sustenance in this locality is around the cultivation of rice fields. It is important to implement a layered housing structure, such as terraces, for the residents. Rice terraces serve not only as a means of regulating irrigation for rice fields, but also as a manifestation of the preservation of local culture, particularly the sustainability of agricultural livelihood systems. The natural environment of Taro Village remains aesthetically pleasing, with its meticulously organized terraced rice fields serving as the primary focal point of this settlement. In addition to the aesthetic appeal of rice terraces, Taro Village possesses a range of natural and cultural resources that hold potential as tourist attractions. These include waterfall baths, swing attractions, cycling opportunities within tourist villages, and the presence of oxen as historical artifacts that attract a significant number of both domestic and international tourists. Moreover, culinary tours featuring local delicacies such as Teba sari, Bubuh Cafe, Green Kubu, Alas Arum Luwak Coffee, Uma Pakel Coffee, and Taro specialty dishes further enhance the allure of Taro Village. Additionally, the Ceking Terrace souvenir center, located in close proximity to the village of Taro, contributes to the overall charm of the area. The growing availability of hotel and villa accommodations further solidifies Taro Village as a prominent tourist destination.

The inherent aesthetic appeal of Taro Village, coupled with its natural tourism offerings, has been acknowledged as a prominent asset within the realm of tourism in Taro. Gunung Kawi bathing tourism park, has positioned Taro, as one of the rural tourism objects with views of terraced rice fields, so that it has the ability to arouse tourist interest in visiting Taro. The strategic nature of local cultural values, derived from religious beliefs, is particularly evident in their ability to foster local community engagement in resource conservation, promote regional development, and enhance the well-being of local populations. Nevertheless, empirical evidence indicates that the establishment of the Tourism Village has not been advantageous for the Taro community. Rice fields and farmers serve as valuable tourism assets that are marketed to enhance the satisfaction of tourists. Nevertheless, the establishment of tourist communities does not align with the livelihoods of farmers. The economic disparity be-

tween farmers and investors in the context of this tourism industry results in farmers experiencing persistent poverty, while investors enjoy substantial financial gains. Without the presence of rice fields, farmers, and the local wisdom values upheld by the community, who also serve as farmers, the development of tourism in Taro would not be possible. This is evident in the community's engagement in various activities, such as organizing Piodalan ceremonies at Kayangan Tiga Temple (Puseh Temple, Desa Temple, and Dalem Temple) and Dangkhayangan Temple in Taro Village, which not only support religious practices but also contribute to the attraction of tourists.

The potential of tourist villages to mitigate urbanization and stimulate rural economic growth is noteworthy. Moreover, rural tourism serves as a catalyst for enhancing the overall well-being of rural communities. Tourism villages have emerged as a viable alternative form of tourism, offering potential benefits for promoting sustainable environmental development (Oppermann, 1996; Crofts and Holland, 1993). In addition to yielding favorable outcomes, the unregulated expansion of a tourist hamlet can also engender adverse effects on the rural environment. The aforementioned impacts encompass the escalation of environmental strain resulting from the development of infrastructure and the establishment of amenities to facilitate village tourism endeavors (Page and Gertz, 1997). The involvement of investors in the administration of tourist communities gives rise to a realm of economic rivalry. Competition exists not only within the realm of employment, but also within the domain of capital. Local community organizations face competition from formidable investors from both from outside the village and outside the confines of Bali. If left unaddressed, this situation has the potential to result in economic disparities between indigenous populations and migrant communities. Inequity possesses the capacity to engender conflict. Hence, it is imperative to create an environment conducive to the expansion of the national economy. If not, the preservation of the Taro tourist village's convenience will be jeopardized. The impact of tourism on rural community life has the potential to disrupt social cohesion and harmony. The issue of institutional ability of tourism village managers is often overlooked in the development of tourist villages. The current approach to the establishment of tourist communities in Bali appears to lack a robust framework. Although various studies conducted in multiple countries have yielded a range of methodologies, the outcomes of these investigations have consistently demonstrated the effectiveness of this particular approach. The capacity development of local institutions, including local government and communities, encompasses a diverse range of concepts and methodologies. There exist multiple techniques deemed appropriate for the advancement of rural tourism, as exemplified by Taro Village. These approaches encompass a complete perspective that encompasses various facets, including governmental involvement, engagement of tourism entrepreneurs, community participation, tourist engagement, and the support of the environment. The objective of this study is to analyze the engagement of local communities in the advancement of tourist villages and evaluate the tourism village development framework that relies on local community involvement. This study aims to enhance the pace of growth in tourist villages by fostering inclusivity among all stakeholders, thereby enabling them to contribute strategically to the overall progress of tourist villages.

Parties with a relationship or connection can actively contribute to enhancing the capabilities of local communities, hence promoting local community empowerment.

1.2 Problem Formulation

The background of the problem that can be formulated from the background above is as follows:

1. Community involvement in supervising the development of tourism villages in the village
Tarot, Gianyar Regency,
2. Finding the right model for the development of a tourism village that prioritizes local community participation.

1.3 Research Objectives

The aim is to find a solution to the problem of developing a tourism village based on community participation in Taro Village, Gianyar district so that it can develop a sustainable tourism village. So far, tourism development in Taro Village, Gianyar Regency, Bali Province to become a tourism village has not involved community participation.

2 Research Methods

The type of research conducted is empirical, so the type of writing approach is field data, which is used in this writing. Sources of data used in this study are primary and secondary data. Research conducted by directly examining the field. The approach used is a case study approach.

2.1 Literature Review

Community-based tourism development, often known as community-based tourism, is a developmental framework that aims to maximize the involvement of rural communities in Taro by providing them with several chances to engage in tourism development. Community-based tourism refers to a form of tourism development that is exclusively undertaken by the local community. The concept of activities and management is implemented exclusively by the community in a participatory fashion, resulting in direct benefits experienced by the local community. Therefore, the significance of the local community as a stakeholder holds paramount importance in the advancement of a tourist village. Tourism villages provide a method for pursuing sustainable tourism development that is rooted in community-based approaches. The establishment of tourist villages is anticipated to promote equity in line with the principles of sustainable tourism development. Furthermore, the presence of tourist villages enhances the intrinsic worth of tourism products inside rural culture, so ensuring that the growth of such settlements holds cultural significance without compromising its integrity. There are five aspects to be stated here (Baiquni 2009), including: holis-

tic approach. This approach looks at the overall dimensions of development or holistically. This method aims to facilitate the integration of diverse elements or sectors of development in a comprehensive manner, so enabling the collective and participatory formulation of problems and solutions. The implementation of participatory learning and support for the enhancement of local institutional capacity should be conducted in a collaborative way, wherein the identification of needs and the establishment of priorities are achieved through a collective process of shared learning. Indeed, the individuals with the most comprehensive understanding of the issue are the local actors, encompassing the community members and local government officials. In contrast, external entities such as consultants and building contractors, driven by their own vested interests, possess a limited grasp of the situation at hand. Empowerment of management. The learning process includes both individual and institutional. What Ki Hajar Dewantoro calls Triple A (Asih, Sharpening and Fostering) in the learning process will lead to enlightenment and strengthening or empowerment. Strong institutions consist of actors who are also enlightened in learning and working. Institutional management that continues to build enlightenment and empowerment will provide improved performance in ecotourism development.

Action research. The manifestation of an enlightened apparatus and an independent institution is only tested when it has taken real action and is beneficial to its environment. Action research is a complementary part of facilitating institutional capacity building. Synergy and network., an important approach in institutional capacity building is the willingness to open a network and work in a networked manner with all institutional components both within the executive, legislative and judiciary government, as well as community and business institutions. Synergy and networking are efforts to realize tasks and respond to development challenges together, create a balance of checks and balances, and build trust among ecotourism development actors. The primary objective of developing a tourist village should be to enhance the overall well-being and prosperity of the local community residing within the village. The successful execution of this endeavor necessitates the exercise of patience in doing research, strategizing, implementing, and employing resources in an equitable and ethical manner, with due consideration for both the environment and humanity. In addition to human rights, it is imperative to recognize that the natural environment also possesses inherent rights that necessitate fulfillment by human beings who interact with it. The optimization of carrying capacity necessitates a comprehensive comprehension of the characteristics, dynamics, and trends that emerge (Muhammad Erwin, 2008; 263). It is imperative to diligently watch and adhere to the principles governing the environment, ensuring that development endeavors are directed towards sustainability rather than causing harm (Rahayu Umirah, 2010; 32).

Tourism villages, seen as a manifestation of rural tourism, have the potential to yield numerous advantages in the pursuit of developing diverse resources inherent to rural regions (Sugiarti, 2008; 23). These many possibilities possess the potential to serve as tourist attractions, offering genuine experiences to visitors while simultaneously affording local communities the chance to generate supplementary revenue from tourism. The involvement of local residents is crucial in the advancement of

tourist villages, since their resources, distinctive traditions, and cultural heritage serve as the primary catalysts for tourism-related activities inside these villages.

3 Results of Discussion

3.1 Participation of the Taro Village Community in the Tourism Village Development Process

There are several factors that influence community participation, including internal factors, namely the willingness and ability of the community to participate, from outside the community, namely the role of officials, existing formal and non-formal institutions (Daud Silalahi, 2001; 7). Community participation according to John Cohen and Norman Uphoff is The main kinds of participation that warrant major concerns are: (1) involvement in the decision-making process, (2) engagement in the implementation phase, (3) inclusion in the distribution of benefits, and (4) contribution to the evaluation process (John Cohen and Norman Uphoff, 1980:213-235). The mandate of Article 2 letter k Law no. 32 of 2009 concerning Environmental Protection and Management (PPLH): Community participation in development can be carried out starting from the planning process to the operation of the development. A mercenary is an individual who engages in military or security operations for financial gain, rather The involvement of the Taro Village community in the development of tourism holds significance when predicated on the premise that the community possesses superior knowledge regarding its own needs. Authentic engagement entails the active involvement of the community throughout the entirety of the development process, encompassing the stages of planning, decision-making, and monitoring of programs aimed at fostering tourism in villages. The level of community participation is significantly shaped by the volition, accessibility, and capacity of the community. The active involvement of the community in the planning of tourism villages can serve as a catalyst for their active engagement in the subsequent stages of implementation and oversight. Based on the aforementioned information, it is possible to design a model for the development of community-based tourism. The following will explain community participation in all stages of development as follows.

According to Pearce (1995; 51), the development of a tourism village can be defined as a systematic process that focuses on strategies for the advancement and promotion of a village as a tourist destination. The development of tourist villages refers to deliberate endeavors aimed at enhancing and augmenting tourism infrastructure in order to cater to the demands and requirements of tourists. The involvement of community members during the planning phase The criteria employed to assess the extent of community engagement during the planning phase encompass active participation in problem identification, goal formulation, and decision-making processes pertaining to the establishment of tourism villages. The majority of individuals belonging to the Taro community acknowledge their limited involvement in problem assessment and decision-making processes pertaining to the establishment of tourism communities. They have not received any invitations to participate in dialogues aimed at assessing the needs of local communities. This phenomenon occurs due to several factors. First-

ly, the concept of establishing a tourist village is often initiated by entrepreneurs without actively involving the local community as the rightful owners of the resources. Consequently, the community lacks a comprehensive understanding of the underlying rationale behind the development of a tourist village. Secondly, the local population tends to solely adhere to the predetermined plans set forth by the entrepreneurs. For instance, they may readily accept tourist influx and willingly provide land for the construction of tourist facilities. Lastly, the local communities lack the agency to actively participate in decision-making processes, thereby limiting their ability to contribute to the diverse perspectives and considerations that should inform the actions of business actors and activities.

The study conducted in Taro Village revealed that the level of participation among residents at village meetings was characterized by a notable degree of enthusiasm. Despite the regular attendance of numerous community members at each meeting, it is widely acknowledged that they are not actively engaged in the decision-making process pertaining to the development of the tourist town. Based on this it is understood that the opportunity to participate for the community has not been wide open. Communities have a great will to contribute to the development of their region, but opportunities to express opinions and make decisions are not available. This is because entrepreneurs already have development plans that have been announced since previous years, so that the community is only the object of existing changes.

Another interesting issue is community representation. Even though the participants who attended the tourism village development plan came from various backgrounds, this did not reflect representation. Typically, these meetings are attended by individuals who hold positions of leadership within the community, such as community leaders, village authorities, specific interest groups, and citizens of the community. This phenomenon suggests that the establishment of tourist villages has not adequately engaged all segments of society, particularly at the local level, due to the predominant influence of capitalist entities. The disparity in income and wellbeing among different strata of society is increasingly widening, resulting in a situation where local residents find themselves in a marginalized position within the businesses that operate in their own communities. This condition signifies that the establishment of a tourist hamlet has not yielded economic advantages for the residents of Taro hamlet. This assertion is corroborated by those who currently lack the capacity to actively participate in the tourism sector. In light of this situation, it is advisable for the government to enhance the capacity of local communities in order to effectively harness the benefits arising from the ongoing transformations in their surroundings.

3.2 Participation of Local Communities in the Monitoring Stage

The establishment of tourist villages can therefore serve as a means to cultivate indigenous entrepreneurial capabilities, broaden the range of tourism offerings, bolster the local economy, and rejuvenate the cultural fabric of the community (Inskeep 1991; 56). According to Nuryanti, Tourism Village can be defined as a type of tourism wherein a limited number of tourists reside in or in close proximity to traditional or isolated villages, with the aim of gaining insights into village life and the local

ecosystem. According to Nuryanti (1992: 34), the concept of a tourism village can be seen as a cohesive integration of attractions, accommodations, and supporting facilities within the framework of community life, which is harmoniously intertwined with existing customs and practices. The significance of a tourist village lies in its key elements, namely accommodation and attractions. Accommodation refers to the residential spaces occupied by the local population or units that are developed based on the existing residential areas. On the other hand, attractions encompass the daily activities and physical environment of the village, enabling tourists to actively engage and participate in various aspects such as dance, language, painting courses, and other specific cultural practices.

The concept of supervision refers to the act of overseeing and guiding individuals or groups in a professional the involvement of local communities plays a significant role in the development of tourist villages, as it is essential to grant decision-making authority to those who will directly experience the outcomes of such development, including potential failures or adverse impacts. Hence, it is imperative to allocate decision-making authority to local communities. The key components of community participation in supervision encompass active engagement in the monitoring team as well as the extent of authority conferred onto community members. The level of participation from local populations in overseeing the progress of tourist settlements is modest. The rationale behind this situation is that the entrepreneur conducts growth planning alone, without engaging the community. Consequently, the community lacks the necessary competence to effectively oversee these initiatives and may see a lack of necessity in monitoring their surroundings. The developmental pattern in question fails to adequately equip individuals with the necessary skills to identify and comprehend the challenges they encounter. Consequently, these individuals are not adequately prepared and struggle to articulate their life objectives.

3.3 Community Participation-Based Tourism Village Development Model

The involvement of the community in the establishment of a tourist village primarily entails active participation in resource management. Hence, it is imperative to develop an appropriate model for the implementation of the program. The model is widely regarded as a valuable point of reference for the purposes of program development, implementation, and evaluation. In order to effectively capture the essence of community participation, it is imperative that the formulated model encompasses all relevant aspects. The aspirations of the Taro community for the future development of tourism villages encompass several key principles. Firstly, it is imperative that the development of tourist villages be guided by the potential of the community and the surrounding environment. Secondly, the active participation and engagement of the community in the development process is crucial. Thirdly, it is essential to uphold and respect the rights of the local communities. Fourthly, particular attention must be given to ensuring environmental sustainability in the vicinity of Tegallang Village. Fifthly, the utilization of residents' houses for tourist accommodation is recommended. Lastly, the establishment of autonomous and independent institutions, overseen by the local communities and accountable to the traditional villages, is deemed neces-

sary. It is imperative to ensure community involvement in the tourism village development program to ensure alignment with the community's needs. In order to ensure this, the following issues are formulated. (1) It is imperative that the establishment of a tourist village is conducted in accordance with the indigenous cultural values and practices of the local community. (2) The local communities should assume a central role and be the focal point in all stages of tourism village development. The basic objective is to foster community engagement and empower the local community as the custodian of tourism assets, so facilitating the growth and well-being of the community. The development of a tourist village necessitates a strong partnership among three key elements: the government, the private sector, and institutions. In this collaboration, the local community serves as a stakeholder. The three stakeholders hold equal positions and engage in cooperation with mutual respect. To ensure effective management, it is crucial to establish an autonomous and independent governing body that fosters interaction and provides feedback for self-correction at all organizational levels. Decisions and initiatives aimed at meeting the needs of the local community are made by community members at the local level, who possess a recognized role as participants in the decision-making process. The primary objective of developing a tourist village is to enhance the capacity of local communities in directing and managing the assets available to them in order to meet their needs.

The establishment of effective stakeholder relationships necessitates a clear delineation of roles and responsibilities for each party involved. The roles and authorities of each stakeholder are delineated as follows. The government plays a crucial role in various aspects related to tourism in a village. Firstly, it is responsible for promoting and preserving product quality, as well as the packaging of culinary and handicraft items that are unique to the village. These elements contribute to creating lasting memories for tourists. Secondly, the government is tasked with structuring and conserving the physical environment of the village, which serves as a distinctive feature attracting tourists. This includes maintaining and protecting the natural and built environment that characterizes the village. Thirdly, the government is responsible for addressing waste management and sanitation infrastructure in the village. This involves repairing and procuring necessary facilities to ensure proper waste disposal and sanitation practices. Fourthly, the government is involved in organizing community movements aimed at realizing the *sapta charms*, which are the seven aspects of tourism attractiveness in Indonesia. These movements are intended to enhance the overall tourism experience and appeal of the village. Fifthly, the government is responsible for providing tourism information and facilities to support tourists. This includes disseminating relevant information about the village's attractions, as well as establishing necessary facilities to accommodate tourists' needs. Sixthly, the government plays a role in improving and enhancing the quality of public spaces, pedestrian areas, and the overall village and environmental landscapes. This is done to support the *sapta pesona*, which refers to the seven aspects of tourism attractiveness in Indonesia. Lastly, the government provides support for tourism awareness groups, known as *Pokdarwis*, in their efforts to preserve the tourism environment, including forest areas and rice fields. This support aims to empower these groups and ensure the sustainable development of tourism in the village. Private entities, such as investors,

universities, NGOs, and other stakeholders in the tourism industry, play significant roles and possess certain authorities. These roles include: (1) facilitating coordinated promotional efforts among managers of tourist attractions to enhance tourist visitation between different destinations; (2) creating and promoting competitive tour packages that are affordable and accessible to the general public; (3) providing entrepreneurship training and individual skill development programs that are relevant to the tourism sector, such as English language proficiency, hospitality training, cultural knowledge, and understanding the characteristics of both domestic and international tourists; (4) fostering the establishment of business groups in collaboration with local communities; and (5) operating various tourism-related businesses, such as hotels, restaurants, and souvenir shops.

The local community plays a significant role in the tourism industry by serving as the primary source of attractions and exerting influence over the quality of tourism products. Examples of attractions for tourism include traditional agricultural land management, traditional ceremonies, handicrafts, and cleanliness. Cultural actors, such as art, also serve as tourist attractions. Additionally, accommodation providers and tour guide services play a crucial role by offering manpower, typical food products, local crafts, local arts, and other related services.

4 CLOSING

Participation of the Taro Village Community in the Tourism Village Development Process. The inseparability of the dominating role of the government in the management of tourism resources is evident. In the context of clean and sustainable governance, it is anticipated that the government will assume the role of a facilitator, thereby granting the community increased participation and advantages. This observation indicates that the implementation of community participation-based tourist development has not been realized in the specified region. Society has not assumed the role of the primary agent in the process of development, but rather continues to be the recipient or target of development efforts. This limitation arises due to the restricted availability of participation opportunities. The level of participation remains limited. The neighborhood is experiencing a sense of displacement due to the changes that have transpired without affording them the opportunity to participate in the development process. The local community, especially the community. Community Participation-Based Tourism Village Development Model Taro Village needs to be invited to design its own tourism model to be developed. So far, the tourism developed in the tourist village has never been designed by them. The tourism developed was designed by outsiders. Local people are marginalized. The development of a tourist village goes according to the needs of the community, there must be a guarantee for the community to be involved in it. To guarantee this, the government's political will is needed to reduce its role in the development of tourist villages and give a bigger role to the community by opening up space for the community to participate. So far, people are used to carrying out what is ordered by the government and are not used to participating.

Suggestions

The participation of the Taro Village Community in the Tourism Village Development Process, needs to be further improved. The role of the community should continue to be encouraged so that in making policies in villages related to the development of rural tourism it has been discussed beforehand to avoid conflicts between tourism entrepreneurs and the local community in the future. The establishment of a community-driven tourism village model necessitates collaboration among the community, tourism entrepreneurs, and the government. This collaborative effort aims to facilitate the development of rural tourism in Taro Village, ensuring equitable benefits for all stakeholders involved.

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