

STUDY OF COMMUNITY PARTICIPATION IN THE DEVELOPMENT OF THE NYAMBU ECOTOURISM VILLAGE IN TABANAN REGENCY

Ni Putu Eka Juliantari and Komang Trisna Pratiwi Arcana
The International Bali Institute of Tourism

Abstract

This study examines the participation of local communities in developing Nyambu Ecotourism Village, in Tabanan District. The development of tourism is inseparable from the resources and uniqueness of the local community which is the main driving element of tourism activities. This research was using descriptive qualitative technique. Data were obtained through moderate participative observation techniques, in-depth interviews, and documentation. The development of Nyambu Ecotourism Village was seen based on the ecotourism characteristics. The role of society was seen from the planning, implementation, management, and evaluation/supervision stage, then determined the level of participation. It was known that there were inhibiting and supporting factors which is influence the level of participation in Nyambu Ecotourism Village.

The results showed that the development of Nyambu Ecotourism Village was currently not optimal. Most people play a role at the implementation stage. The community tends to only implement the policies of the power holders, so that the level of participation is on the degree of tokenism (informing, consultation, and placation). The lack of community participation in the Nyambu Ecotourism Village is influenced by the public's ignorance of the policies taken, the lack of knowledge about the concept of ecotourism, the limited professional human resources in tourism, and the limited budget. It is expected that this review can be an evaluation material so that every stakeholder can have the same position and sense of responsibility in the development of Nyambu Ecotourism Village, in Tabanan District.

Keywords: Community Based Tourism, Ecotourism Characteristics, Level of Participation, Nyambu Ecotourism Village

INTRODUCTION

Tourism in Bali is currently experiencing positive development. Arcana and Wiweka (2015) explained that “the phenomenon of tourism has shifted from conventional forms, which are characterized by the development of mass tourism to the era of alternative tourism”. Travelers’ appreciation of something natural is generally higher in value than that which is artificial (Dalem, 2006). Therefore, for the last two years Nyambu Village in Tabanan Regency has begun to develop the ecotourism potential it has (the results of interviews with the Chairman of the Ecotourism Management Agency, January 3, 2018). Nyambu Village along with other tourist villages such as Tenganan and Sibetan in Karangasem Regency, Plaga in Badung Regency, and Nusa Ceningan in Klungkung Regency, are also members of the Village Ecotourism Network, facilitated by Yayasan Wisnu foundation. Nyambu Village is designated as an ecotourism village through Tabanan Regent Decree Number 180/327/03 / HK & HAM / 2016 on October 31, 2016. The Nyambu Ecotourism Village Development is inseparable from the tourist attraction that is owned.

Cultural tourism attraction owned by the Nyambu Ecotourism village consists of a wealth of culinary, traditions, community life, and art performances. The natural tourist attraction that is owned consists of rivers, rice fields, and village forests or moorlands that are used as trekking paths. While the artificial tourist attraction that is owned is the aircraft monument and Memories of Marshal of the Indonesian National Army (Tentara Nasional Indonesia) Ida Bagus Putu Dunia. The tourist attraction was then formed into three main packages namely Susur Sawah, Susur Budaya, and Cycling Village Arrangement (the results of interviews with the Head of Nyambu Village and Chairperson of the Ecotourism village Management Agency of Nyambu village, January 3, 2018). Ecotourism village development is one of the models for developing community capacity in managing tourism businesses to increase community income through the introduction of village potential, natural wealth, art and culture (interview results with the Chairperson of the Ecotourism Village Management Agency of Nyambu village, January 3, 2018).

Society does not only act as an object in tourism development, but also the subject. Supporting this opinion, Sunaryo (2013: 218) argues that “Local people have an

equally important position as one of the stakeholders in a tourism development, in addition to the government and private industry”. Community participation in the management of tourism in Indonesia is also regulated in Pasal 19 ayat (1) huruf d. UU No. 10 Tahun 2009 concerning Tourism which states that “Everyone has the right to play a role in the tourism development process”. In reality, not all layers of local communities in the Nyambu Ecotourism Village are able to play an optimal role in ecotourism activities (the results of observations and interviews with the Head of Nyambu Village and the Chair of the Village Ecotourism Management Agency, 2 February 2018). Most of the younger generations in the Nyambu Ecotourism Village choose to work outside the village (wander), while more mature community groups tend to have permanent jobs and are often preoccupied with traditional activities.

Chairman of the Nyambu Ecotourism Village Management Agency on February 2, 2018 stated that, “The community still relies on assistance from the private sector in terms of managing and providing the budget. Although the enthusiasm of the community is quite large in village development, the lack of interest in developing their area of residence is one of the factors inhibiting the community from participating in building Nyambu Village. The profit sharing plan given to the village from the development of activities in the Nyambu Ecotourism Village has also not been realized, because the development of the Nyambu Ecotourism Village is currently very dependent on the budget obtained independently (the results of the interview with the Head of Nyambu Village, February 2, 2018). Opportunities owned by the Ecotourism Village in Nyambu will be used well if all stakeholders (local community, government, and industry) can cooperate in the system. Dewi (2014) also revealed that community participation is important for the realization of quality tourism villages.

Based on this, more in-depth research is carried out related to the participation of local communities in the development of Nyambu Ecotourism Villages in Tabanan Regency, so that local communities do not become marginalized because they are used to only carrying out policies from the authorities. The level of community participation in the development of the Nyambu Ecotourism Village is also influenced by a variety of factors that will be examined more specifically, until it is known the inhibiting factors and supporting the participation of local communities in the development of Nyambu Ecotourism Villages in Tabanan Regency. This research can be used as a reference or

reference to assist in the development and management of tourism activities in the Nyambu Ecotourism Village from the academic side. Become a motivation for the local community to better appreciate the tourism potential they have, so that they want to play a more active role in the development of their village.

LITERATURE REVIEW

The sources of the theory and literature reviews used in this study are related reading books, scientific papers, and journals. There are several literatures that are considered relevant that are used as references and considerations in this research process. First, research by Arcana and Wiweka (2015) entitled “The Potential Development of Community Based Tourism at Ambengan Village, Buleleng Regency, Bali”. In this study it is known that tourism creates various types of new tourism products that have the principles of sustainability values such as traditional tourism, pro-poor tourism, ecotourism, adventure tourism, educational tourism, to community-based tourism. Community Based Tourism (CBT) is a concept that focuses on the active participation of local communities in tourism activities and sharing the benefits of these activities.

The second research was Ayu Trisna Dewi (2014) entitled “Participation of Local Communities in the Development of Pangsas Tourism Villages in Badung District”. The study showed that the local people of Pangsas village provide participation in five forms, the benefits of which are economic, socio-cultural and environmental benefits, obstacles faced by the community, namely lack of understanding, skills, management of managers, businesses, funds provided by the government and empowering local communities in business activities in the field of tourism, and efforts made to maximize participation, namely to form *Pokdarwis*, create village cleaning programs, provide tourism village socialization, submit proposals for tourism training and additional assistance from PNPM. Next is the research of Urmila Dewi (2014) which is a dissertation entitled “Participation of Local Communities in Tourism Village Development in Tabanan Regency, Bali”. The results showed that the level of understanding of local communities towards tourism villages was quite good, community participation in the development of tourist villages was classified as false

participation, influencing factors were motivation, capital quality, understanding, leadership, communication, socio-cultural factors, and management factors, and resource management tourism must be guided by Tri Hita Karana.

RESEARCH METHODOLOGY

In the data collection process, the techniques used in this study are moderate participatory observation techniques, in-depth interview techniques, and documentation studies. The number of informants in this study was determined through purposive sampling and snowball sampling techniques. This moderate participation technique is used to simplify and maintain the level of objectivity of the researcher in observing the state of tourist attraction in the Nyambu Ecotourism Village, the village environment, the participation of the Nyambu Ecotourism Village community, and the role of outside villages in the development of the Nyambu Ecotourism Village in Tabanan Regency. The type of interview included in-depth interview is a semi-structured interview, where the interview guidelines used are only in the form of outlines of the problems to be asked (Sugiyono, 2017: 320). In-depth interviews in this study were carried out to the Nyambu Village Head, the Nyambu Ecotourism Village Management Agency, and representatives of the Nyambu Ecotourism Village.

Data obtained from documentation techniques are photographs, articles and scientific journals that are related to the development of Nyambu Ecotourism Villages, community activities, and visiting tourists. This study uses qualitative descriptive analysis techniques. The use of this method aims to make a systematic and objective description or description of the facts, characteristics, characteristics and relationships between existing elements or a particular phenomenon. Miles and Huberman in Sugiyono (2015: 369) suggest that activities in qualitative data analysis are carried out interactively and take place continuously until complete. The activity in question is data reduction, data display (data presentation), and conclusion drawing/verification.

RESULTS AND DISCUSSION

Conditions of Nyambu Ecotourism Village Development Currently

Identification of Nyambu Ecotourism Village development conditions is currently carried out by analyzing indicators in accordance with the characteristics of ecotourism expressed by Damanik and Weber (2006: 42). The characteristics of ecotourism in question are tourism activities, tourism services, travel organizations, tourism facilities, conservation and conservation activities, community empowerment, the use of simple technology, and the carrying capacity of destinations.

Tourist Activities

Tour activities offered are tailored to the demand of tourists (tailor-made tour) or choose tour packages that have been provided with an eight-hour duration (one-day tour) which is divided into three main packages, namely *Susur Sawah*, *Susur Budaya* (Culture Sequence), and *Susur Desa Bersepeda* (Village Arrangement Cycling) with the price for each package is IDR 400,000/pax (the result of an interview with Mr. Satya, Chairperson of the Ecotourism Manager in Nyambu Village, April 1, 2018). When browsing the fields, tourists are told about the origin of the formation of rice fields in the Nyambu Ecotourism Village and the way the village community maintains their rice fields until now. In the Culture Sequence, tourists are invited to the oldest villages in the Nyambu Ecotourism Village and told about the route of Dang Hyang Nirartha, a spiritual teacher from the Majapahit Kingdom. On *Susur Sepeda* (Cycling Sequence), tourists are invited to explore the Balinese countryside atmosphere by cycling through ricefields, settlements, and temples in the Nyambu Ecotourism Village or its surroundings. In addition, the manager also offers other activities such as painting and dance or drama art performances.

Travel Services

Nyambu ecotourism village also provides services consisting of food and drink services, local tour guides, bicycle rental services, souvenir making services (paintings), and the provision of accommodation (homestays and villas). Nyambu ecotourism village has a total of seven local tour guides, four of whom are local guides with English

language skills. The tour guide is provided with general knowledge about tradition and culture in the Nyambu Ecotourism Village through training and guidebooks. So that local tour guides in the Nyambu Ecotourism Village have the same quality in terms of delivering information to tourists. In addition to getting information from the tour guides, tourists get the opportunity to better understand and appreciate the natural and cultural attractions offered by the Nyambu Ecotourism Village through the information contained in the brochure or the Nyambu Village Ecotourism website.

Natural Tourism

The Nyambu Ecotourism Village presents a green nature-based tourist attraction. Tourist attractions are available in the form of rice fields, village forests or moor and plantations. Rice fields and forests in the Nyambu Ecotourism Village are used as trekking areas. In addition to exploring the rice fields, tourists can try to plant or harvest rice in the rice fields.

Travel Organization

At present, the manager in the Nyambu Ecotourism Village does not have an official collaboration with the travel organization yet. But this does not rule out the possibility if there is a travel organization that wants to bring tourists to the Village of Nyambu Ecotourism. So far, tourists who come to the Nyambu Ecotourism Village are obtained through promotions on the internet and social media such as Facebook, Instagram, websites, and YouTube.

Conservation

Nyambu Ecotourism Village development activities in Tabanan Regency are not solely to gain economic benefits, but also to increase public awareness of environmental and cultural preservation (the results of interviews with the Nyambu Tourism Village manager, Mr. Eka Sudiartha, on April 1, 2018). Since the establishment of Nyambu Village as an ecotourism village, people are invited to take part in protecting the environment by sorting waste into two, namely organic and inorganic waste. On Monday, the community will work together to clean their living areas from garbage, including cleaning culverts and village roads.

Local Facilities

The mode of transportation used by the community in general in the Nyambu Ecotourism Village is now a motorcycle or walking for daily activities. While tourists who want to go around the village can rent bicycles that have been provided. Bicycles are used as alternative transportation for tourists because they are environmentally friendly and are more flexible to use on relatively small village roads. So that makes it easier for tourists when touring. Accommodation facilities for tourists, the community provides homestays at a rate of IDR 150,000/night. Homestay will be prepared if there are requests from tourists.

Community empowerment

Nowadays, the income derived from tourism activities in the Nyambu Ecotourism Village is only enough to be used for tourism operations themselves. Socialization activities, meetings, or training are facilitated by the private sector. The people themselves have not felt significant economic contributions or benefits from the development of ecotourism (the results of interviews with the people of the Nyambu Ecotourism Village, Mrs. Ni Luh Dewi, on April 8, 2018). So that, people tend to engage indirectly by only carrying policies issued out by the manager.

Technology

At present there has not been seen the use of environmentally friendly technology in the Nyambu Ecotourism Village. Although environmentally friendly technology can be a good investment, the people of Nyambu ecotourism village do not have human resources that can develop the technology. In addition, if you use parties outside the village, it certainly requires a lot of money. The condition that is happening is that the people of Nyambu ecotourism village have begun to switch to modern technology that is more practical and economical. One of them is the habit of plowing the fields with buffalo or cattle, now switching to using a tractor.

Carrying capacity

The Nyambu Ecotourism Village does not implement mass tourism. The main objective of the Nyambu Ecotourism Village development is environmental and cultural preservation. So it is expected that tourists who come really are people who want to learn and appreciate the natural and cultural wealth in the Village of Nyambu Ecowisata. In accordance with not many tourist targets, the number of facilities such as homestays in the Nyambu Ecotourism Village is also limited. Homestay in Nyambu Village is 12 rooms spread throughout the village.

Based on the analysis of the current ecotourism conditions, the conditions for the development of the Nyambu Ecotourism Village have not fully supported the true concept of ecotourism based on the theory of Damanik and Weber (2006). Nyambu village has not been able to present environmentally friendly technology, especially in terms of the use of electricity, fuel, and clean water that still uses conventional technology. In addition, to bring new technologies that are environmentally friendly (such as solar panels) requires no small amount of money, so for now Nyambu Village has not been able to develop simple technology that empowers local communities.

The Role of Local Communities in Ecotourism

The role of local communities in the development of Nyambu Ecotourism Villages is seen from four stages, namely the planning, implementation, management and evaluation and supervision stages. The role is described in more detail as follows.

Planning phase

Community involvement in the early stages of planning is in the form of conveying information or opinions by following meetings or socialization in accordance with the bottom-up principle that is characteristic of community-based tourism (Prasiasa, 2013: 118). The socialization was conducted once in each village in the Nyambu Ecotourism Village facilitated by the British Council, PT Langgeng Kreasi Jayaprima, and the Yayasan Wisnu foundation which was attended by representatives of the local community conducted in 2017. This resulted in the information obtained not being fully obtained by the local community generally. The people of Nyambu Village generally have the opportunity to express their opinions or propose plans and ideas

related to the development of Nyambu Ecotourism Villages to the representatives of their respective lane which are then delivered at a meeting or meeting facilitated by the Nyambu Ecotourism village Management Agency and the Village administration. But there is no guarantee that the opinion or idea is used as a basis in the decision-making process in the Nyambu Ecotourism Village (the results of interviews with the people of Nyambu ecotourism village, Mr. Dana Wirawan on April 5, 2018).

Implementation Phase

Community participation in the implementation phase (operational) can be seen from two aspects, namely physical aspects and non-physical aspects. Local people often do village infrastructure improvement activities, such as repairing temples and irrigation channels. These activities they do in the form of dancing or sincere activities without strings attached to common interests, even before the development of the Nyambu Ecotourism Village. There is no visible infrastructure development activity that supports the development of tourism villages specifically, for example the construction of tourist information centers and trekking paths. While the development of human resources, is still limited to the people involved as managers, where they are trained in English, comparative studies, and various other skills.

Management Stage

The real participation for tourism development in the Nyambu Ecotourism Village is by participating in managing tourism in the Nyambu Ecotourism Village, by participating in becoming a member of the Ecotourism Village Management Agency. The process of receiving guests, tour packages, budget usage, building access and facilities, and the marketing process are carried out without systematic planning. The manager of the Nyambu Ecotourism Village receives tourist visits without going through the written Standard Operational Procedure (SOP). Ecotourism activities carried out are a form of manager's spontaneity.

Evaluation and Supervision Phase

Community participation in the supervision stage is more practical and preventive, namely to prevent the Nyambu Ecotourism Village from being polluted by negative actions. Evaluation is also important because through this activity will be

known deficiencies and what needs to be improved from the management activities that have been carried out. The participation that is often carried out by the people of the Nyambu Ecotourism Village is by taking part in supervising tourism activities in the Nyambu Ecotourism Village by participating in overseeing negative actions that can damage the image of the Nyambu Ecotourism Village. Monitoring activities have been carried out by the community of Nyambu ecotourism village even before the establishment of a tourist village. Evaluation activities related to the management and development of tourist attraction in the Nyambu Ecotourism Village are usually discussed at Rapat Anggota Tahunan (the end of the year meeting) with village managers and government.

Level of Participation of Local Communities in Nyambu Village

With an access as a member of the Nyambu Ecotourism Village Management Agency, people can contribute more in the form of thoughts (psychological participation), energy (physical participation), thoughts and energy (psychological and physical participation), skills (participation with skills), goods (material participation, as well as money (money participation). These forms of participation are carried out consciously and have a very real impact if carried out by members of the management body because they have a strong position as policy makers in the process of developing the Nyambu Ecotourism Village. Participation in the form of thoughts is carried out through meetings with other members of the management, with the government or with the community. This management plans, proposes development, and makes an accountability report on tourism activities carried out in the Nyambu ecotourism village. Participation in the form of energy is carried out by being a tour guide, recording tourist visits, and becoming a collector of tour package fees/sales.

Through the socialization or meeting, members of the management body can mobilize/motivate the community to support the policies they want to carry out. In addition, members of the management body can also directly provide goods or money for the smooth operation of tourism operations in Nyambu Village. While the people of the Nyambu Ecotourism Village, generally participate indirectly in the development of the Nyambu Ecotourism Village. Without them knowing it, the local community plays a role in realizing *Sapta Pesona*. Local people routinely carry out mutual cooperation to

maintain the cleanliness of their environment. The community is also present at any socialization or training carried out by the manager. The community also has a high level of tolerance, so indirectly they also help prevent negative actions that can damage the tourism image in the village of Nyambu ecotourism village. Communities unconsciously have also helped in promoting village tourism through the distribution of information outside the village.

Some indicators that show that the manager gets more roles in the development of ecotourism are the dual role that is owned by the management. The management in addition to taking care of administrative matters also takes care of matters related to operational activities. Tourism activities in Nyambu Village often come from managers, while others only act as implementers. Such as distributing brochures, distributing tickets, and helping to prepare the village in terms of cleanliness and decoration. In addition, socialization or training for village youth organizations is also very lacking. Only the chairperson of the organization is involved in the socialization. While training to become a tour guide is only followed by the manager. Some of the reasons expressed by the community so that this tourism has not been promising, among others, because they assume the number of tourists who come is still small. The benefits gained from tourists so far have not been felt, feel they do not have the capacity to be more actively involved, and have other jobs that provide more consistent financial benefits.

Arnstein in Arcana and Wiweka, (2015) divided the level of participation in three major groups, namely there is no participation at all (non participation), which includes: manipulation and therapy, community participation in the form of staying accepting some conditions (degrees of tokenism), including informing, consultation and plaction, community participation in the form of having power (degrees of citizen power), including partnerships, delegated power, and citizen power. The lowest level of participation is termed manipulation, where the community only uses its name to obtain public support. While the highest participation rate is called citizen control, where the community controls the entire decision-making process, is connected directly to the source of funds, and has the authority to set institutional programs.

Based on the involvement of the community at each stage of the development of the Nyambu Ecotourism Village, it is known that community participation is at the level of residence receiving several provisions or degree of tokenism (informing,

consultation, and placation). The level of consultation participation can be seen from the opportunity for the community to share opinions. While the level of informing participation, seen through the dissemination of information carried out by the management to the community. At the level of placation participation, the community is given the opportunity to form a management, namely the Village Management Agency for Ecotourism in Nyambu. Although the community has been informed and given the opportunity to share opinions, there is no guarantee that the opinions expressed will be a consideration in decision making.

Inhibiting and Supporting Factors for Participation

The level of participation of local communities in the development of Nyambu Ecotourism Villages is still not optimal because the communication carried out is still one-way and the community only accepts some provisions from the authority holders (managers). Inhibiting factors that influence participation are divided into structural, cultural and operational factors (Wijaksono, 2013).

Inhibiting factor

- 1) The ignorance of the community regarding the policies taken after the Nyambu Village is determined to be an ecotourism village. The community of Nyambu Ecotourism village only knows about the development of tourism carried out by the Village Ecotourism Management Agency.
- 2) Lack of tourism knowledge of the community of the Nyambu ecotourism village. The knowledge that the community gets from training and socialization is not applied properly, because there is no consistent guidance from the government or the management.
- 3) Lack of professional human resources (HR) in tourism field. Chairperson of the Nyambu Ecotourism Village Management Agency itself has no educational background or experience in tourism. He has other business fields outside of tourism which are his main livelihood.
- 4) Limited funding. Sources of funds for the development activities of the Nyambu Ecotourism Village only come from private parties who are partners of the

Ecotourism Village Management Agency. The benefits gained so far, are only able to be used to cover operational costs. So that, the development of access, facilities, and enhancement of HR can not be done optimally.

From the previous exposure, it is known that the inhibiting factors of local community participation in ecotourism development in Nyambu Village are dominated by structural and operational factors. The existence of barriers which is a structural factor is seen because the people of Desa Ekowisata Nyambu still have limitations in terms of funding and the provision of professional human resources in the tourism sector. While operational obstacle can be seen from the lack of information about tourism delivered from the management to the entire community, lack of socialization, and training to improve community knowledge and skills in the development of the Nyambu Ecotourism Village, in Tabanan Regency.

Supporting factors

Through the results of interviews and observations, it was known that the people of the Nyambu Ecotourism Village were very happy with the development of tourism in their village. People are very eager to participate in the development according to their abilities. The community has a high level of enthusiasm for tourism as seen from their willingness to divide their time between their permanent work and ecotourism development activities. The community is very open to tourists; they are motivated to learn aspects related to the development of ecotourism in their area such as foreign languages, history, culture and village traditions, as well as Sapta Pesona. Cultural factors are the main factor that supports community participation in the development of ecotourism in the Nyambu village.

CONCLUSIONS AND SUGGESTIONS

Conclusion

In accordance with the formulation of the problem in the first chapter, it has been successfully identified the level of community participation and the inhibiting and supporting factors of participation in the development of the Nyambu Ecotourism Village in Tabanan Regency in accordance with the current development conditions.

- 1) Local communities in the development of the Nyambu Ecotourism Village play the most roles in the implementation/operational stage. Communities tend to only accept decisions from the holders of power. This is indicated by the presence of two-way communication with the management through meetings in the banjar-banjar as a space for expressing opinions, but there is no guarantee that the opinions expressed will be used as a basis for decision making. So that, the level of community participation is at the degree of tokenism (informing, consultation, and placation).
- 2) The inhibiting factor of community participation in the Nyambu Ecotourism village consists of the ignorance of the community regarding the policies taken after the Nyambu Village was determined to be an ecotourism village, lack of knowledge in tourism, lack of professional human resources in tourism, and limited funding . However, people in the Nyambu Ecotourism Village are very open to every development carried out, as long as the development activities do not demand fees (contributions) from the community.

Suggestion

There are several suggestions that can be used as evaluations for stakeholders in Nyambu Village. The suggestions that can be considered as follows:

- 1) The Nyambu Village administration, both traditional and official villages, are expected to coordinate with the Tabanan Regency Government to get assistance, either in the form of a budget, training by bringing in industry or academics, or assisting in the supervision of village resource management.
- 2) The Nyambu Ecotourism Village Management Agency is expected to involve the community more often in planning and evaluating ecotourism development in the village, not just in its operational activities. Managers can invite youth groups to be asked for their ideas and opinions.
- 3) The management is expected to be able to create a written workflow or Standard Operational Procedure, so that there is a common standard in each individual involved in the process of developing the Nyambu Ecotourism Village.
- 4) The management is expected to immediately plan and develop infrastructure that is not yet available, such as Tourist Information Centers (TIC), public toilets,

and offices that are dedicated to managing for activities such as meeting or reception, construction of ticket counters, and provision of parking areas.

- 5) The people of Nyambu Village are expected to be more active in giving opinions at every opportunity given, participating in training, and meeting with the management. Proposing to be involved in organizations or other activities related to the development of Nyambu Ecotourism Village in Tabanan Regency.

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