

Development of Tourism Village Based on Community Empowerment of Sarwadadi Village Cirebon Regency

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ABSTRACT

Tourism Villages, which are developed with an approach to economic growth and equity for the welfare of the people, will be able to contribute to increasing the involvement of all elements of society, preserving local resources and wisdom and increasing people's abilities and income. Community empowerment has 3 important aspects, namely social justice, sustainability and equity. The development of tourist villages through community empowerment activities can help accelerate poverty reduction and improve community welfare. The community empowerment process in planning the tourism village development program has three important things, including social mapping, needs assessment, and social analysis. The research method used is qualitative. The type of research used by the researcher is Participatory Action Research. Stakeholder Research Data Sources, Community Leaders, Organizational Leaders. Data collection techniques used in-depth interviews, observations, document studies, and focus group discussions. The research process is Observation (Look), Reflection, Planning (Think) and Implementation (Act). The results showed that (1) all elements of the community were involved and had the same agreement and commitment in all tourism village development processes. (2) Tourism Villages are developed by taking into account aspects of sustainability and environmental sustainability by optimally utilizing existing potential and resources and taking into account local wisdom. (3) The development of tourist villages helps to increase the knowledge, skills and abilities of the community so that they can improve and increase their income and living conditions.

Keywords: Community Empowerment, Tourism Village, Village Development

INTRODUCTION

The tourism sector is one of the sectors projected to boost the Indonesian economy. This is because the tourism sector can provide employment opportunities and reduce the number of unemployed, generate foreign exchange, encourage the development of investment in infrastructure, stimulate economic sectors and increase the productivity of a country. Based on data from the Department of Culture and Tourism, the number of foreign tourists visiting Indonesia is increasing from year to year. In 2016, the number of foreign tourists visiting Indonesia amounted to 11.52 million people. In 2017 the number of foreign tourists totaled 14.04 million people, then increased by 12.5 percent in 2018 to 15.81 million people and in 2019 to 16.10 million people. However, when the COVID-19 pandemic hit the whole world, namely in 2020 the number of foreign tourists visiting Indonesia decreased drastically to 4.05 million people.

Businesses in the tourism sector are also the prima donna of the current rural area development strategy in the form of a "Tourist Village". Branding Building Indonesia from the periphery can be done by strengthening regions and villages within the framework of a unitary state. (President of the Republic of Indonesia, Peak Sail Karimata Strait 2016). Tourism Village is one of the 2017 programs of the Ministry of Villages and PDTT (Ministry of Villages and PDTT, Kompas 2017). "Utilization of 10% of the total Village Fund from the Ministry of Villages and PDTT which is allocated for the Development of Tourism Villages, will be very helpful." (Minister of Tourism, Kompas 2017).

According to Macdonald and Jolliffe in (Tugba Kiper, 2012):

"Rural tourism refers to a distinct rural community with its traditions, heritage, arts, lifestyles, places, and values as preserved between generations. When tourists visit these areas, they are well informed about the culture and experienced folklore, customs, natural landscapes, and historical landmarks. They may also enjoy other activities in a rural setting such as nature, adventure, sports, festivals, crafts, and general sightseeing." (Tugba Kiper, 2012)

This concept explains that rural tourism is a tourist area that refers to rural communities that have their traditions, artistic heritage, lifestyle, places, and values passed down from generation to generation, where when tourists travel to the area, tourists will get information about culture and experience of folklore, customs, sights. A tourist village is a village that has the potential for uniqueness and a distinctive tourist attraction, both in the form of the physical characteristics of the rural natural environment as well as the socio-cultural life of the community which is managed and packaged attractively and naturally by developing tourism support facilities, in a harmonious environmental and management system. good and planned so that they are ready to receive and drive tourist visits to the village, and are able to drive tourism economic activities that can improve the welfare and empowerment of local communities. (Atmoko, 2014).

The most important thing about a tourist village is to involve all elements of the village in its development. Local communities play an important role in the development of tourist villages because the resources and unique traditions and culture attached to these communities are the main driving elements of tourism village activities. In addition, local communities that grow and live side by side with tourist attractions are an integral part of the ecological system. The local community must act as a host and become an important factor in the development of a tourist village in all stages starting from the planning, monitoring, and implementation stages.

The success of developing a tourist village depends on the level of acceptance and support of the local community (Stephen Wearing, 2002). However, the reality on the ground shows that the development of tourist villages is often not in favor of local communities. The local community is not the host, but only a spectator and receives the impact of the developed tourism village. Villages often become victims of deterministic or centralized development policies. This results in more widespread poverty, unsustainable development, and mistakes in rural development which causes low self-reliance (Jamaludin, 2015). To overcome this problem, the concept of empowerment can be an alternative for rural communities to develop village economic independence. In several studies, local values and potential in rural communities can be taken into consideration in building village community independence.

Tourism villages developed with an empowerment approach will be able to contribute to accelerating poverty reduction and increasing community welfare, preserving local resources and wisdom, and increasing local revenue. The concept of community empowerment reflects a development process that is people-centered, participatory, sustainable, and empowering. This concept is the main model that can increase the capacity of individuals and communities in developing human and natural resources. Individual development will have an impact on increasing the welfare of society. (Oki Dwi Saputro, 2016). Empowerment is a series of activities to strengthen the power or empowerment of weak groups in society. Empowerment refers to the circumstances or results to be achieved in social change. (Kartasasmita, 1996). Meanwhile, in Paul's (1987) view, empowerment is considered the distribution of power to weak groups and accelerates the development process.

Sarwadadi Village is one of the villages in the Talun District area of Cirebon Regency with an area of 212 Ha with a population of 2337 people and 705 households. Sarwadadi village is full of legends. In this village, there are many heritage sites of the Indraprahasta Kingdom, successors of the descendants of the Pajajaran Kingdom. In addition, the Village Government and the community built the Sarwadadi Village Reservoir, originating from productive rice fields owned by the village covering an area of 4.3 Ha which was donated to the state without compensation. The hope is that this reservoir can increase rice harvests from 2 to 3 times per year so that it can increase people's income. Another potential that Sarwadadi Village has, includes a wide expanse of rice fields. Medicinal plants (red ginger, turmeric, etc.), Livestock, beautiful scenery, Creative economy home industry: (production of cleaning tools such as broomsticks, brooms, dusters). With the potential and resources they have, the village government and the community have agreed to develop the village into a tourism village (eco-tourism) and cultural tourism. However, until now, the community's hopes for developing the tourism village are still wishful thinking that has not been fully realized. The community doesn't know what to do to develop a tourism village and doesn't know how to start. The community hopes that this tourism village will be developed following the needs and expectations of the community, by utilizing existing potential and resources, and by involving the pillars of the community, so that the community will not only become spectators of the tourism being developed. Thus, the development of this tourist village becomes a medium for community empowerment.

Community empowerment has a substance that lies in three aspects, namely social justice, sustainability, and equity. Social justice has the goal of upholding rule certainty, justice, and upholding human rights (HAM) practices. With the development of a tourist village, it is hoped that all communities will be involved and have the same agreement and commitment in all of these activity processes, not just as spectators and receiving the impact of the tourism being developed. The tourism development model that accommodates these aspects is community-based tourism development. Community-based tourism development (community-based tourism-CBT) is a development model that provides as many opportunities as possible for rural communities to participate in tourism development. The ideas and management of activities are carried out entirely by the community in a participatory manner, and the benefits are felt directly by the local community. Thus, in CBT the role of the local community as a stakeholder is the most important element in the development of a tourist village.

Sustainability means environmental responsibility. Concerning the development of tourist villages, it is hoped that this activity will pay attention to aspects of sustainability and environmental sustainability by optimally utilizing existing potentials and resources and taking into account local wisdom, not only directed to gain profit. Empowerment using a sustainable livelihood approach can provide a comprehensive view of the problems faced and urgently felt by the community. (Eva Ludi, 2008). By using this approach, the empowerment movement can be directed at individual and household activities to be able to acquire and use social and economic assets. the movement is by looking for further opportunities, reducing risks, reducing vulnerabilities, and maintaining or increasing their livelihoods. By using this approach, it is also possible to detect the potentials of the community to be used as a medium for improving welfare and building community skills to create economic independence in the village. The tourism development model that accommodates these aspects is the ABCD (Asset Based Community Development).

The approach used for this social mapping study activity is the Sustainable Livelihood Approach (SLA). There are many definitions used to describe SLA. The first explanation of SLA was given by (Robert Chambers, 1991):

“A livelihood comprises people, their capabilities and their means of living, including food, income and assets. Tangible assets are resources and stores, and intangible assets are claim and access. A livelihood is environmentally sustainable when it maintains or enhances the local and global assets in which livelihood depend, and has net beneficial effect on other livelihood. A livelihood is socially sustainable which can cope with and recover from stress and shocks, and provide for future generation”, (Robert Chambers, 1991)

The Sustainable Livelihood Approach (SLA) is a refinement of several previous community development approaches. SLA is inseparable from the Integrated Rural Development (IRD) and Asset Based Community Development (ABCD) approaches. The difference between SLA and IRD lies in the focus carried out, IRD places more emphasis on the importance of linking several development activities within the village, while SLA places more emphasis on developing the capacity of actors and their participation (more people-focused and participatory). Meanwhile, the difference between SLA and ABCD lies in the priorities of the cooperating actors. The ABCD approach emphasizes the importance of bottom-up community participation with the bottom-up method, while the SLA emphasizes participatory collaboration between the community and institutions and/or policymakers. SLA can be interpreted as a combination of bottom-up and top-down approaches to community empowerment.

Equity has an orientation on improving the quality of Human Resources (HR) and improving welfare in meeting the basic needs of society. Concerning the development of tourist villages, it is hoped that this activity can help increase the knowledge, skills, and abilities of the community so that they can improve and enhance their living conditions. Community empowerment is an effort that must be made to improve the quality of people's lives, this is a shared responsibility of various elements of society, both the government, the business world, the community, universities, and also media involvement or what is known as the penta helix.

The community empowerment model according to (Dhamotaran, 2009) is implemented through the 7D approach, the stages of which are as follows:

D1 – Developing relations. At this stage, there is a trusting relationship between community members and between the community and outsiders such as facilitators, resource persons, government officials, and others. To realize this, it is necessary to provide sufficient time for everyone to get to know each other more deeply, about each other so that they can appreciate each other's abilities to contribute to community development.

D2 – Discovering capacities. At this stage, the community tries to recognize and realize the achievements of the community in the past and also to know the problems that the community was facing at that time, how the community could solve them, and what organizational structure was used. Communities try to find and understand what they already have, what are the strengths and weaknesses of the community, and what are potential resources can be used.

D3 – Dreaming of community future (Building community aspirations). At this stage, the community is encouraged to express community aspirations. Ideals are a creative picture of a positive future. After having ideals, the community then develops them into a vision. Vision is the translation of an idea into an attractive and clear long-term picture, which is able to foster a strong commitment as well as motivation and direction to act.

D4 – Directions of community actions. At this stage, the community sets clear goals for community activities. Goals should be clearly defined and agreed upon by the community.

D5 – Designing community actions. At this stage, the community designs actions by translating visions, goals, and activities into a plan with a clear and logical structure. During the planning process, communities should try to use internal resources as well as external resources, for example, those from government and non-governmental organizations.

D6 – Delivering Planned Activities (Carrying out activities), the Community carries out the plans that have been prepared. At this stage, internal and external inputs must be arranged so that the activities that have been designed can be carried out successfully. Close monitoring is important to ensure that activities are carried out and necessary changes are made.

D7 – Documenting Outputs, Outcomes, and Learning (Documenting results and lessons learned). In this stage, the community reflects on the "process of the journey" and the results that have been achieved. Reflection is carried out by community groups and all external parties involved.

Documentation is an evaluation of projects and action plans to assess the success of planning and implementing activities in accordance with the vision and objectives that have been set. Documentation consists of an analysis of shared experiences and summarizes all the knowledge and experience learned from the previous stages (Dhamotaran, 2009).

The process of compiling a community empowerment program in the development of a tourist village has three important things to do, including social mapping, needs assessment, and social analysis. The first process is social mapping. Social mapping is a data collection activity that includes problem identification and identifying sustainable livelihood assets, including human resources, natural resources, financial resources, physical resources, and social capital. The second process is tracing needs (need assessment). Needs tracing includes activities to collect facts regarding what the community needs to develop a tourism village along with its analysis. The third process is social analysis, which is the activity of extracting data about problems that occur in an area with the development of a tourist village, not only identifying but also analyzing in depth the process by which problems arise and the possibility of providing solutions to overcome problems. These three important things are the minimum processes that must be carried out by planners to identify the problems to be answered in the development of a tourist village

Based on this background, researchers are interested in researching the development of empowerment-based tourism villages. The purpose of this research is to develop an empowerment-based tourism village development model that pays attention to 3 aspects of empowerment, namely social justice, sustainability, and equity. The formulation of the research problem includes:

1. Identification of sustainable livelihood assets (Social Mapping) and key stakeholders as agents of change in community empowerment for tourism village development
2. Need assessment and vulnerability issues (Social Analysis) that need attention to develop tourism villages
3. Develop a community empowerment-based tourism village development model plan
4. Carry out planning for a community empowerment-based tourism village development model

Through this research, it is hoped that local communities can play a role as the main actors (subjects) in the development of tourist villages, and actively participate in every process of developing tourist villages, especially in preparing plans for developing tourist villages. In addition, tourism villages are developed by optimizing existing community assets, so that the sustainability of the developed tourist villages can be maintained. For this reason, the competence of local communities as agents of change needs to be increased by collaborating with various parties (stakeholders), both the government, the business world, universities, and the media (penta helix).

METHOD

This study uses an action research approach. This action research is related to matters that occur in the community or target group, which requires active participation and collaboration between the researcher and the target, and in the end, the results will be directly applicable to the community concerned. Action research is a strategy for solving problems by utilizing real action in the process of innovative development. The community empowerment process refers to Asset Based Community Development (ABCD). In terms of implementation, ABCD focuses more on the assets and/or strengths owned by the community, rather than looking at existing deficiencies/problems. ABCD looks more at the positive things that the community has and the possibilities that can be done. The ABCD process is implemented in 7D of the community empowerment stage. Community empowerment in developing tourism villages is carried out in a participatory manner (CBT) by inviting the community to recognize and appreciate their potential, then mobilize their assets to start the process of action toward change and empowerment.

Research data collected in this study were then processed and analyzed descriptively and qualitatively. Social mapping results data related to community assets and identification of stakeholder engagement are used to determine the assets owned by SARWADADI village and stakeholder commitment in contributing to the development of a tourist village, which is then used as a reference in preparing plans for developing a tourism village and empowering communities that support the development of a tourist village. The results of the implementation of the activities are then analyzed and evaluated descriptively to produce policy recommendations on things that need to be done in the context of community empowerment in the development of tourist villages.

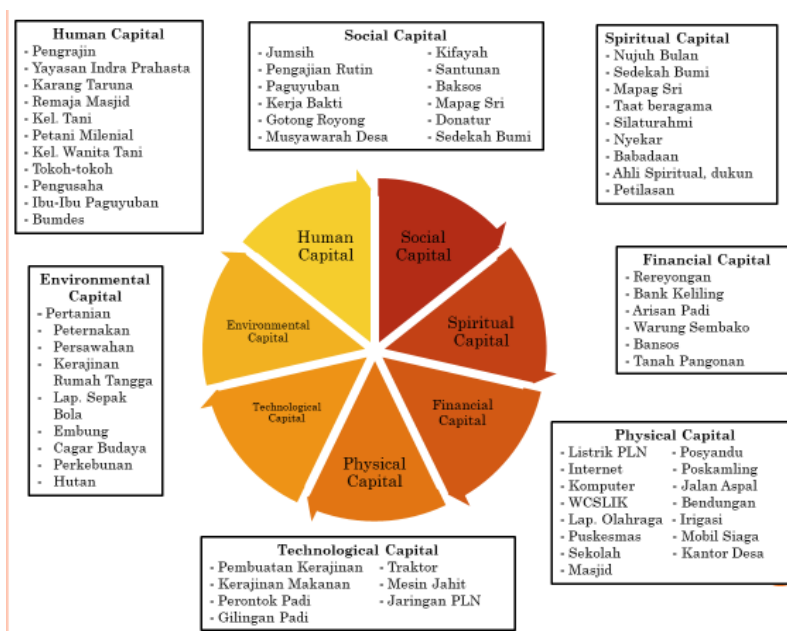
RESULT AND DISCUSSION

D1 –Developing relationships,

At this stage, researchers through formal, and informal meetings, home visits, and community involvement develop dialogue and work networks not only with stakeholders and community leaders at the local level (Kuwu and its officials, RT/RW, community leaders, and organizational leaders) but also with stakeholders at the sub-district level (especially the Camat and his apparatus) as well as stakeholders at the district and provincial levels (Disbudpar, PUPR Service, especially PPSDA, Agriculture and Livestock Service, Education, and Health Office, Bappeda Kab and Prov), Universities (Mountain University Jati), Business World (Eric Tohir Foundation). The relationships and dialogue that are built not only gain acceptance, trust, and cooperation, but also partnership and commitment to the involvement of the parties to contribute to the development of tourism villages.

D2 – Discovering capacities

At this stage, researchers through document studies, interviews, observations, walk transects, focus group discussions, and distributing questionnaires with the community conduct social mapping of Community Assets (human capital, social capital, natural capital, physical capital, financial capital, technological capital, spiritual capital) by using SLA (sustainable livelihood asset). In addition, stakeholder identification was also carried out to be asked for their commitment to contribute to the development of tourism villages. The result is as shown below:



Gambar 1. Results of the Sarwadadi Village SLA

D3 – Dreaming of community future (Building community ideals),

At this stage, the researchers collaborated with UGJ and Pokdarwis to conduct FGDs and benchmarking in Jogjakarta to see best practices in the management of Embung Langensari, Tonogoro, Nglanggeran, which have the criteria for a fairly good, good and very good tourist village reservoir. From this activity, public awareness grew about what kind of reservoir tourism would be developed. Through FGD and the ABCD (Asset Based Community Development) method, it was finally agreed that based on the potential and available resources, Sarwadadi for the initial stage would only make a tourist village with good enough criteria. Growing awareness (conscience raising) is important as the first step in the empowerment process so that people can achieve their dreams with rational considerations based on their potential and resources (community assets).

D4 – Directions of community actions

At this stage, researchers and the community, according to benchmarking results through FGDs, determined that Sarwadadi Village would develop eco-tourism and religious tourism with fairly good criteria.

D5 – Designing community actions

At this stage, through FGD researchers and community pillars try to study and analyze what aspects are missing and need to be completed to achieve the goals or dreams that have been set. From the results of the study, several planned activities need to be carried out, including (1) obtaining a certificate of the retention basin as the legality of the ownership of the reservoir, (2) obtaining recognition of existing sites as cultural heritage, (3) building infrastructure (WC, roads, homestays, parking lots, galleries, workshops), (4) developing the creative economy (home furniture industry), (5) developing eateries, (6) waste management, (7) developing agro-tourism.

D6 – Delivering Planned Activities

Tabel 1. Kontribusi stakeholder

Stakeholder	Contribution
Poltekesos	Strengthening Pokdarwis institutions, socializing Sapta Pesona Wisata, building teamwork for youth organizations, culinary stimulants and training for PKK, stakeholder engagement, discussions on optimizing community assets, facilitating culinary training, facilitating the institutional strengthening of women farmer groups, benchmarking waste management with youth organizations, studies cultural heritage, as well as evaluation and assessment of preparations for the development of a tourism village with the Disbudpar.
Universitas Gunung Jati Cirebon (UGJ)	Facilitating community health and education through KKN activities, training on making demonstration plots with KWT, waste management training with youth organizations, and benchmarking of reservoir tourism with Pokdarwis.
Erick Thohir Foundation	Assisted in the construction of sports field facilities (basketball and volleyball courts, gymnastics area), playing arena, and four meetings as well as selfie spots.
Dinas Pertanian	Providing assistance with plant seeds, management of KWT and marketing of crop products.
Dinas Peternakan	Assist with fish seeds for fishing.
PUPR (PPSDA)	Build an embankment to hold the riverbank around the pond..
Disbudpar	Conduct studies and assessments of the readiness of tourist destinations, study cultural heritage and develop a creative economy (home industry for household appliances)
Dinas Pendidikan	Building junior and senior high schools, carrying out the Persami which was attended by approximately 200 scouts on standby to raise and guide them.
Camat dan Kuwu	Provide great support in every implementation of planned activities.

D7 – Documenting Outputs, Outcomes, and Learning (Documenting results and lessons learned)

At this stage, researchers together with community pillars conduct a study and evaluation of the readiness of the community in the tourism village development plan using the Tourism Destination Development Readiness Indicator Form from the Culture and Tourism Office. The results of Disbudpar's assessment of tourism development readiness are as follows:

PENILAIAN PERENCANAAN DESTINASI WISATA

Isue Pengembangan Desa Wisata

Persentase Penilaian Aspek	Kurang	Cukup	Baik	Total
Potensi keunikan dan daya tarik wisata yang khas baik berupa lingkungan alam pedesaan		10%	90%	100%
Nilai-nilai, Norma (Etika/Estetika/ Adat Istiadat)		35%	65%	100%
Mitos dan Legenda		20%	80%	100%
Hasil Karya/ Kerajinan		15%	85%	100%
Organisasi Sosial/ Masyarakat		15%	85%	100%
Makanan dan Minuman/ Kebiasaan Makan	5%	30%	65%	100%
Peran Aktif Wisatawan	10%	70%	20%	100%

Matrix 1. Isue Pengembangan Desa Wisata

Natural Capital

Persentase Penilaian Aspek	Kurang	Cukup	Baik	Total
Jarak lokasi dari jalan raya utama		10%	90%	100%
Kualitas pemandangan di sekitar Desa Wisata		15%	85%	100%
Tingkat Pencemaran Secara Umum		40%	60%	100%
Daya Pandang		25%	75%	100%

Human Capital

Persentase Penilaian Aspek	Kurang	Cukup	Baik	Total
Jumlah Pegawai		15%	85%	100%
Pendapatan Pegawai	5%	95%		100%
Pendidikan dan Pelatihan		100%		100%

Social Capital

Persentase Penilaian Aspek	Kurang	Cukup	Baik	Total
Status Pengelolaan			100%	100%

Matrix 2. Natural capital, human capital, social capital

Physical Capital

Persentase Penilaian				
Aspek	Kurang	Cukup	Baik	Total
Kualitas Jalan Raya		80%	20%	100%
Jalan Setapak di Dalam Desa		5%	95%	100%
Keamanan Sepanjang Jalan		5%	95%	100%
Papan Petunjuk				
- Arah Menuju Destinasi Pariwisata	15%	75%	10%	100%
- Petunjuk Atraksi dan Fasilitas Wisata				
Kualitas Pemandangan sepanjang jalan menuju desa wisata		50%	50%	100%
Kendaraan Umum		15%	85%	100%
KomuniKasi		10%	90%	100%
Listrik	5%	15%	80%	100%
Air Bersih		20%	80%	100%
Sistem Pembuangan Limbah		50%	50%	100%
Akomodasi	20%	50%	30%	100%
Rumah Makan/ Restoran		25%	75%	100%
Paket Wisata	70%	15%	15%	100%
Pusat Informasi Wisata	10%	65%	25%	100%
Fasilitas Belanja/Toko/ Serba Ada/Pusat Perbelanjaan		25%	75%	100%
Toko Cenderamata/ Souvenir	10%	65%	25%	100%
Bank/Money Changer/ATM		70%	30%	100%
Rumah Sakit/ Balai Kesehatan		25%	75%	100%
Kantor Polisi/ Pos Polisi		20%	80%	100%
Internet		15%	85%	100%
Keamanan & Keselamatan	5%	55%	40%	100%
Fasilitas Kesehatan dan Keselamatan		35%	65%	100%
Fasilitas Keamanan	10%	60%	30%	100%

Matrix 3. Physical Capital

Financial Capital

Persentase Penilaian				
Aspek	Kurang	Cukup	Baik	Total
Potensi Pasar Wisatawan		100%		100%
Tingkat Kepuasan di Desa Wisata		100%		100%
Persepsi dan Citra Desa Wisata		90%	10%	100%
Tingkat Persaingan Desa Wisata		10%	90%	100%
Informasi Desa Wisata Pariwisata		90%	10%	100%
Kesesuaian Ekspetasi Wisatawan		40%	60%	100%
Kesiapan Masyarakat, Sikap, Opini, & Partisipasi		85%	15%	100%

Stakeholder Engagement

Persentase Penilaian				
Aspek	Kurang	Cukup	Baik	Total
Community Social Responsibility (CSR)		100%		100%
Kebijakan Perlindungan Terhadap Lingkungan		100%		100%
Perencanaan Desa Wisata			100%	100%
Kebijakan Kontribusi Sektor Pariwisata		70%	30%	100%
Memperkuat kemampuan SDM dapat berpartisipasi secara aktif untuk terwujudnya masyarakat yang mandiri bagi kesejahteraannya melalui pariwisata		10%	90%	100%

Matrix 4. Financial capital, stakeholder engagement

REKAPITULASI PENILAIAN KESIAPAN DESTINASI WISATA			
Aspek	Bobot Penilaian x Jumlah		
	Kurang (1)	Cukup (2)	Baik (3)
Isue Pengembangan Desa Wisata	3	78	294
Natural Capital	0	36	186
Human Capital	1	84	51
Social Capital	0	0	60
Physical Capital	27	330	732
Financial Capital	0	170	111
Stakeholder Engagement	0	112	132
Total	31	810	1566
Grand Total	2407		

Matrix 5. Recapitulation of tourist destination readiness assessments

SIMPULAN

Total	31	810	1566
Grand Total	2407		

Penilaian/Score:

1. Dikategorikan **Desa Wisata Embrio/Rintisan** jika desa wisata memiliki score antara **50-99**
2. Dikategorikan **Desa Wisata Berkembang** jika desa wisata memiliki score antara **100-129**
3. Dikategorikan **Desa Wisata Maju** jika desa wisata memiliki score antara **>130**

Berdasarkan total scoring penilaian dari 20 orang diatas, dapat disimpulkan bahwa Desa Wisata Sarwadadi memiliki score 120,35 dan termasuk ke dalam Desa Wisata Berkembang.

Matrix 6. Conclusion of tourist destination readiness assessment

CONCLUSION

The results of the study show that the development of empowerment-based tourism villages pays attention to three aspects: (1) social justice, which refers to the CBT (Community Based Tourism) model; (2) sustainability which refers to the ABCD (Asset Based Community Development) model; (3) equity which is directed at improving the quality of society through training, capacity building, skills training involving multi-stakeholder collaboration (penta helix) is quite effective in empowering the community. This is evident from the results of an assessment of the readiness indicators for the development of a tourism village conducted by the Tourism and Culture Agency, which stated that the people of Sarwadadi Village were ready to become a tourism village. The results of this assessment were achieved through the penta helix collaboration by optimally utilizing community assets and developing the quality and competence of community members in preparing for the development of a tourist village.

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