

## COMMUNITY PARTICIPATION IN THE DEVELOPMENT OF TAMAN SARI TOURISM VILLAGE, YOGYAKARTA, INDONESIA

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**Abstract:** This study aims to identify community participation and its level in tourism development in Taman Sari Tourism Village. This research was conducted by implementing a mix of methods consisting of 88 respondents who were purposely selected. Data was collected through questionnaires and interviews, while data analysis was conducted by using quantitative and qualitative analysis. The results showed that community participation in each stage could influence the sustainability of tourism programmes in Taman Sari Tourism Village. The level of community involvement at each stage was mostly classified as high, such as (1) the decision-making stage by 51%; (2) the implementation stage by 52%; (3) the benefits stage by 81%; (4) the evaluation stage by 76%. The results of the study suggests that community participation and synergy between the community, government, stakeholders, and other parties were needed to enhance the implementation of tourism village initiatives in Taman Sari Tourism Village, Yogyakarta, Indonesia.

Keywords: Community participation, tourism village, tourism development.

### Introduction

Tourism has grown into one of the strategic development sectors, and it has an important role in improving the the economy (Lopes & Soares, 2017). One of the benefits derived from tourism is that it is a good regional development tool (Simmons, 1994). Tourism can also provide employment opportunities for members of a community or society at large (Habibullah *et al.*, 2019). The existence of tourism in a particular area can be a sector that gives benefits to the local community and also overcomes poverty (Dwyer & Thomas, 2012). The development of the tourism industry at a destination consists of tourism products (such as crafts, souvenirs, culinary, clothing, etc.) and the provision of tourism services or tour guides. Many benefits can be obtained from tourism. Therefore, the community, local and central governments are expected to be able to recognise the opportunities that flow from the existence of a thriving tourism sector and try to maximise the profitability of the sector.

The main objective of developing tourism is to make community within which the business

takes place prosperous. The government must consider every decision, which is made to achieve these goals; however, there are several problems related to tourism development including:

- 1) the use of tourism areas which is not optimal yet (Astuti *et al.*, 2017);
- 2) residents who must be the main actors in tourism management, being in fact, only an audience to the existence of tourism initiatives (Haryanto, 2014);
- 3) An adverse impact on the quality life in the local community, such as inflation, cultural authenticity, waning local culture, damage to local resources, environmental pollution, and conflicts between residents and tourists (Chang *et al.*, 2018);
- 4) the problem of equitable distribution of riches, which is controlled by elites who have power (Gutierrez, 2019);
- 5) congestion and damage to the site due to over-tourism (Anuar *et al.*, 2019); and any other various problems that harm the local

community that is meant to support that tourist activity.

Local communities are the people who know the condition of their area very well, whether it is about environmental, cultural, social and economic conditions and they work as protectors of the resources in their area (Adam *et al.*, 2019). Thus, the role and involvement of local communities here are essential and necessary in the development of the tourism sector (Gutierrez, 2019). Besides the local community participation, the participation of local stakeholders is also important in tourism because of the direct and indirect effects that can be felt by the residents (Abukhalifeh & Wondirad, 2019).

Community-Based Tourism (CBT) exists as an effort to ensure that the local community can participate in tourism development. The presence of CBT provides long-term benefits to residents (Park & Kim, 2017). Yanes *et al.*, (2019) argued that the presence of CBT provides space to residents as the main actors in developing the tourism industry on a local and national scale. Based on the background, this study aims to determine community participation in tourism development in Taman Sari Tourism Village, Yogyakarta Province, Indonesia.

### Community Participation

Community participation theory has long been of interest to and has been examined by several experts (Mensah & Ernest, 2013). Community participation is activity towards decisions that affect a person's life, while working cooperatively with others to face issues of mutual concern and responsibility as citizens (Tosun, 2000). Other scholars opine that, community participation is a procedure in which individuals and communities are involved to take responsibility in national development for achieving prosperity (Okui, 2004). Community involvement in the tourism industry can be defined as a model for the development of tourism industry, in which local communities act as:

- 1) the subjects of the tourism industry,
- 2) the implementers who have responsibilities for the whole process in developing tourism industry, and
- 3) direct recipients of the benefits which are obtained from the development of tourism industry (Mensah, 2017).

The active participation from the community in the development programme is necessary to make them understand their roles in determining their future lives (Chadwick, 1971). Communities can obtain benefit maximally through their participation in developing the programmes. The main goal is to provide the broadest opportunity for the community to contribute to the development process (Marzuki, 2015). The development, which is conducted with community participation is expected to be in line with community aspiration, conformity-based on the capability of local communities, and the communities' commitment. It is important to emphasize that an optimal achievement in development depends on how much participation of all parties, especially community participation, is (Lukić, 2011; Marzuki, 2015).

Hastuti *et al.*, (2013) suggested that in developing the tourism sector, active community participation is necessary for the sustainability and preservation of natural resources that are available in the village of tourism. In tourism development programmes, the community must be involved in all stages of the initiative from the decision-making, planning, implementation, and monitoring stages through to the final evaluation stage (Gunawijaya & Pratiwi, 2018).

### Stages of Community Participation

Community participation in development programmes consist of various stages. Cohen & Uphoff (1980) divided the community participation into four stages. That consist of the decision-making, implementation, benefits, and evaluation.

The first stage is the participation in decision-making stage, where the community participates in attending meetings or discussions with government officials and programme initiators, to give ideas or voice thoughts, respond to or reject the programmes being offered at this stage, and helping with the making of policies related to the programme (Cohen & Uphoff, 1980).

Therefore, the decision-making stage is conducted to measure whether the community is aware of and can help with determining and identifying the needs and problems that occur in a specific situations, especially those directly affecting the local community. The community also has to pay attention to the priorities and arrange the programmes that are most in line with and suitable for achieving their interests.

Gregory *et al.*, (2008) stated that community participation in decision-making is conducted through deliberations, which aims to decide several alternatives in planning the development to improve the quality of the policy development process.

One factor in the success of CBT development is the participation of the local society in all stages of the development. Moyo & Tichaawa (2017) stated that in the planning, decision-making, and management of tourism and tourism-based initiatives it is necessary to involve the local community to ensure the society benefits from the development of tourism sector at or around the destination and to make the tourism initiatives sustainable. Mak *et al.*, (2017) in his research at the Fishing Village of Tai O, Hong Kong suggested that residents should participate in decision making in the tourism sector, because

- 1) the existence of tourism has a close relationship with the work of the people around the destination,
- 2) they can help to meet the needs of residents,
- 3) tourism development becomes sustainable in the society within the tourist area. The government and other related parties must provide information, invite them to join

meetings, and provide opportunities for the resident to participate in the decision-making process.

At the second stage, the participation in implementation stage, the community gets involved in the activities that have been agreed to or determined beforehand. The form of community participation in the implementation stage is conducted by implementing several steps, such as

- 1) the contribution of resources (the community contributes energy, money, materials, and land; the active society in participating, the enthusiasm of the population in participating, the city provides information on essential topics and others);
- 2) the project administration and coordination are the second option for the community to be involved in the implementation stage, while the community can participate as the main actors in the programme that has been previously designed, as institutional members whose role is to arrange the activities in their programme, and the local community's participation in training that can improve their skills and independence (Cohen & Uphoff, 1980).

Society can be involved as tourism actors in the implementation stage. Gunawijaya & Pratiwi (2018) in their research at Wanayasa Village, West Java, showed that the society was involved as the main actors in the tourism industry, participated in soft skills training, formed tourism groups/institutions and so on, besides, the local community in Wanayasa were very enthusiastic involved in tourism development in the region since they believed in the benefits that could be obtained from the tourism sector.

The third stage, the participation in benefits stage, can be used as an indicator of the success of the community-based participation in the tourism initiatives at the planning and implementation stages of the programme. The benefits stage is conducted to measure how far the community has benefited from the development of the tourism sector, based on

the activities which had been done (Cohen & Uphoff, 1980). The programme will successfully reach the target if the community benefits.

There are several ways to classify and to analyze the benefits or the results of programmes including:

- 1) material benefits, generally related to personal goods in the form of increased consumption of production (yields, souvenirs, crafts, etc.), while the income obtained from the surplus of the sale, and increased assets (home improvement, acquisition of new land, savings, etc.);
- 2) social benefits, related to improving public goods (facilities and infrastructure) such as: improving education and health facilities, clean water, roads, bridges, other facilities and infrastructure (Cohen & Uphoff, 1980). Social benefits can also be seen from the unity of the people. This is obtained through collaboration between the communities in conducting programs that are designed.

The participation of society in the decision-making and implementation stages can maximize the benefits obtained from the tourism sector. The results of Wijesundara & Wimalaratana's (2016) research at Arugam Bay, Sri Lanka, showed that tourism could allow for residents to enjoy economic, environmental and socio-cultural benefits. Various studies have shown that the existence of tourism could provide many positive benefits to society. However, if it is not well planned, it will have a negative impact.

The fourth and final stage, the participation in evaluation stage, concerns the feedback that can be beneficial for making improvements to the implementation of further programmes. The evaluation stage is conducted to measure the capability of the community in assessing the effectiveness and success of the tourism programmes. Evaluation can also be used by the community to decide whether they should continue with the activity by themselves or leave it altogether. This assessment is conducted directly by contributing directly to supervising and assessing the programmes that have been

implemented and obtaining equal opportunities among one citizen and other citizens.

Indirectly, such as: giving suggestions and criticisms about the programmes that had been conducted (the community submits it directly to the government or through established institutions), and by conducting demonstrations if the communities' complaints are ignored by the government (Cohen & Uphoff, 1980).

As explained earlier, societal participation in tourism is essential for all stages. Park & Kim (2017), in their research, suggested that the active involvement of the society in the process of developing tourism as an evaluation stage could create success in society-based tourism projects. The thing that must be considered to measure the success of the implementation of the community participation programme is the presence of deciding indicators. Sewell & Phillips (1979) suggested several signs that were determined in implementing community participation programmes, such as:

- 1) the high level of involvement/contribution of local communities, related to the number of citizens involved and a sense of community responsibility,
- 2) achieving equality in participation, related to the extent while each community's ideas can be listened in the process of the involvement,
- 3) efficiency of participation, related to the amount of time, energy, and other resources that can influence public participation programs.

### **Community-Based Tourism**

Community-Based Tourism (CBT) is sustainable tourism through community development that provides various financial / non-financial benefits to the local community (Han *et al.*, 2019). According to Giampiccoli *et al.*, (2018), CBT is a form of tourism that is designed, run, managed and developed by residents in certain regions.

The main goal of CBT as tourism that is

operated and owned by the local community is to help the local community gain economic benefits equally and reduce poverty. CBT is also considered a strategic tool in society development whose focus is not only on improving economic conditions but also supporting the conservation of natural resources and preserving the culture of the local community (Giampiccoli & Kalis, 2012).

The existence of community-based tourism becomes a pioneer of development in developing countries and provides more significant benefits for rural communities (Sartika & Wargadinata, 2019). Several cases in developing countries showed that:

- 1) a case study at Nglanggeran Village, Yogyakarta (Indonesia), CBT existed as an effort to reduce poverty and overcome the problem of socio-economic inequality, especially between rural and urban areas (Manaf *et al.*, 2018);
- 2) Abukhalifeh & Wondirad (2019) in their research at Redang Island, Malaysia, stated that the involvement of local residents and stakeholders in the development of community-based tourism was able to provide economic benefits, maintain local customs, kept the village environment clean and beautiful, increased understanding would conserve natural resources, and made them sustainable;
- 3) CBT development through the Malaysia Homestay Programme (MHP) had become an alternative livelihood and other benefits for society in rural areas of Malaysia (Kayat & Zainuddin, 2016);
- 4) CBT exists as a tool for developing rural tourism that played a role in improving economic, social, environmental, cultural conditions of people in Asia Pacific (members of the Asia Pacific Economic Cooperation (APEC) with 9 steps needed to realise sustainable CBT development (Nair & Hamzah, 2015).

There are many more studies that show the benefits that can be obtained from the application of community-based tourism.

The tourism sector can be optimized through various approaches. Okazaki (2008) explained the reasons why CBT is an ideal approach in developing tourism industry, such as:

- 1) the communities which live around the destination will share exciting experiences for the tourists,
- 2) the environment, culture, and infrastructure in the tourist destination are fundamental for tourism,
- 3) community involvement can help in maintaining, protecting and overseeing tourism assets (natural resources, culture, and other assets),
- 4) tourism development plans must be linked to the socio-economic development of the community. When this indicator is made a priority, tourism development becomes sustainable.

The presence of CBT in tourism makes it an approach to tourism that is managed by, from, and for the society that can improve resident welfare and preserve culture (Demartoto, 2009). However, the challenge of realizing sustainable community-based tourism is not just tourism that is managed by, from, for society. The main point in the development of CBT is the participation of various parties (Yanes *et al.*, 2019). Tasci *et al.*, (2013) emphasized that the active involvement of all stakeholders, ranging from the society, government and the private sector, specifically the participation of residents, was key in developing CBT. Without an active role and cooperation between community, government and stakeholders, there will be no slogans for sustainable tourism development.

Other research (Anuar & Sood, 2017) also suggests that society participation in CBT allows society members to improve their skills through developing insight, expertise, and courage.



**Taman Sari Tourism Village, Yogyakarta**

Community-Based Tourism (CBT) cannot be separated from the existence of a tourism village since it is a place for the community to develop the tourism sector. A tourism village can provide many benefits to the community through the development of the main objects in the area (Sesotyaningtyas & Manaf, 2015).

This opportunity does not only employ the society but also provides an authentic experience to the tourists. The existence of a tourism village is expected to be able to attract tourists so that it can improve the standard of living of the community around the tourism village. The total number of tourists’ visits to tourist attractions in Special Region of Yogyakarta from 2014 to 2018 was as follows:

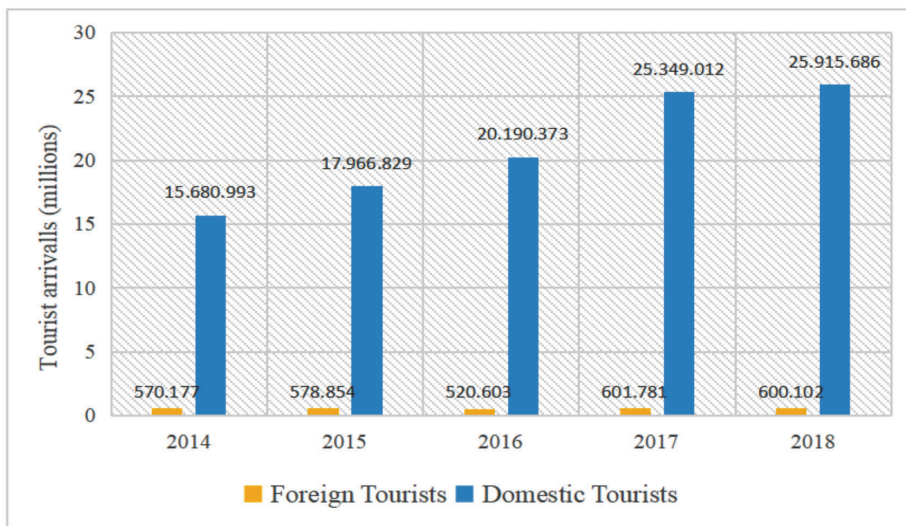


Figure 1: The Total Number of Tourists’ Visits in Tourist Attractions in Special Region Yogyakarta  
 Source: *Dinas Pariwisata DIY*, 2019.

Special Region of Yogyakarta is one of the provinces in Indonesia, which has many tourism potentials. Yogyakarta is also one of The National Tourism Strategic Areas, since it has essential potential in developing tourism in Indonesia (*Dinas Pariwisata DIY*, 2016). Yogyakarta has exotic beaches, natural dunes (there are only two dunes in the world and one of them is in Yogyakarta), beautiful karst caves, waterfalls, cultural and historical tourism, tourist villages, and so on (*Dinas Pariwisata DIY*, 2018).

Those potentials make Yogyakarta a favourite destination for tourists both foreign and domestic. It can be seen from the increase in the tourists’ visits from 2014 to 2018, as explained in Figure 1. The Master Plan of Tourism Development in Special Region of Yogyakarta

focuses on developing tourism destinations, tourism promotion, tourism marketing, tourism industry and tourism institutions (*Dinas Pariwisata DIY*, 2016).

The Taman Sari Tourism Village is one of the destinations which has been developed as one of Strategic National Tourism in Yogyakarta and managed by local communities, local governments, and several stakeholders. This tourism village offers tourists a view of the beautiful water castle (the historical site of the Yogyakarta Sultanate), access to batik clothing, culinary delights, handicrafts, cultural attractions, unique tourist attractions (cyber villages) among other things (*Dinas Pariwisata Kota Yogyakarta*, 2018). When tourists visit Taman Sari, they will get to enjoy various cultures and they can directly learn about the

culture and the local community. Taman Sari is one of the cultural heritages in Yogyakarta Sultanate, which is still standing today. Taman Sari area was used as a royal park/yard, but it had been developed into a tourist attraction, and now it is known as Taman Sari Tourism Village. The development of tourism in Taman Sari Tourism Village has involved the local communities in managing tourism.

**Materials and Methods**

This research was conducted using a mix of methods (a combination of qualitative and quantitative approaches). The quantitative approach aims to prove the theory based on scientific data in the form of numbers or numerals and the qualitative approach aims to obtain information, explore and better understand the complexity of a phenomenon (Azorin & Cameron, 2010). The researchers used a mix of methods aimed at complementing the description of the results of research, providing more valid conclusions, answering the cause and effect queries to complex research questions (Lund, 2012). This research was conducted in Taman Sari Tourism Village, Yogyakarta, Indonesia. The populations of this study were all communities in Taman Sari Tourism Village, consisting of 756 households.

Purposive sampling was done to get an accurate representation of the population of the Taman Sari Tourism Village. This researcher used the *Slovin* formula with a confidence level of 90% to determine the number of samples (Darmawan, 2013) so that a sample of 88 respondents was obtained. The *Slovin* formula used to determine the sample is as follows:

$$n = \frac{N}{1+Ne^2}$$

$$Mi = \frac{\text{the highest score} - \text{the lowest score}}{2}$$

Where: n = number of samples  
 N = total population  
 E = a confidence level of 90%

The heads of the family were selected as part of the sample because of their roles as the backbones of their family. Meanwhile, if there was no head of the household, then the oldest person (over 18 years) in the household was chosen as the representative. Data was collected through interviews and questionnaires. The questionnaire used the *Likert Scale*, which was given to respondents (local communities) and divided into two main parts, such as the characteristics of demographic respondents and community participation in the development of tourism in Taman Sari Tourism Village.

Interviews were conducted with informants who had the capability and competence in tourism development using the help of interview guidelines that had been prepared previously. Interviews were conducted with six informants (village heads, RW heads, batik community leaders, trader’s community leaders, culinary community leaders and adat leaders). The data was analyzed using quantitative and qualitative data analysis. Quantitative data analysis was done using the SPSS 23 application, while qualitative data analysis used content analysis to systematically explore the information content of the data collected and examine the data by the research objectives (Hsieh & Shannon, 2005). Community participation in each stage of tourism development can be categorized into three parameters (low, medium and high level). Guidelines that can be used are as follows (Arikunto, 2012):

- Low:  $X < Mi - 1 SDi$  (1)
- Medium:  $Mi - 1SDi \leq X < Mi + SDi$  (2)
- High:  $X \geq Mi + 1 SDi$  (3)

Mean ideal (Mi) and Standard Deviation Ideal (SDi) are obtained based on the following formula (Arikunto, 2012):

$$SDi = \frac{\text{the highest score} - \text{the lowest score}}{6}$$

## Results and Discussions

### A. The Demographic Profile of the Respondents

The demographic characteristics of the community are closely related to the conditions of tourism development in Taman Sari Tourism

Village. The sustainability of tourism is highly determined by the quality of the society which lives around the tourism development. The demographic conditions of the community in Taman Sari Tourism Village can be seen as follows:

Table 1: The Demographic Profile of the Respondents (N=88)

Characteristics	Frequency	Percentage
Gender		
Female	44	50
Male	44	50
Age (years)		
15-19	1	1.1
20-24	1	1.1
25-29	5	5.7
30-34	6	6.8
35-39	5	5.7
40-44	10	11.4
45-49	9	10.2
50-54	18	20.5
55-59	11	12.5
60-64	10	11.4
65-69	5	5.7
> 69	7	8.0
Educational Level		
Primary School	3	3.4
Secondary School	18	20.5
High School	51	58
Undergraduate	13	14.8
Postgraduate	3	3.4
Years of Living in Village		
1-10	9	10.2
11-20	9	10.2
21-30	11	12.5
31-40	21	23.9
41-50	13	14.8
51-60	22	25
<60	3	3.4



Types of Employments		
Tour guide	6	6.8
Owner of a <i>batik</i> boutique	16	18.2
Owner of a cafe	5	5.7
Trader (clothes)	5	5.7
Trader (foods)	15	17
Trader (beverages)	11	12.5
Parking attendants	4	4.5
Artist	16	18.2
Has no contribution to the tourism	10	11.4
Monthly Income (in IDR)*		
< 1.000.000	24	27.3
1.000.001 - 2.000.000	23	26.1
2.000.001 - 3.000.000	17	19.3
3.000.001 - 4.000.000	8	9.1
4.000.001 - 5.000.000	9	10.2
5.000.001 - 6.000.000	3	3.4
> 6.000.000	4	4.5

(\*1 US\$ = IDR 13.800 (At the time of this writing).

Source: Primary Data, 2019.

Table 1 shows a total of 88 respondents were surveyed with a proportion of women equal to the ratio of men. Gender characteristics could influence the development of all sectors. There is a stereotype of gender in which women become discriminated against and face structural obstacles with men (Xu, 2018). Tourism presents as a gender equality friendly sector.

In this research, the society which included both men and women, young and old worked together to create sustainable tourism in Taman Sari Tourism Village. The study by Rinaldi & Salerno (2019) at Himachal Pradesh, India, which showed that the tourism sector could overcome the problem of gender inequality and create jobs for rural society members, especially women.

The composition of the community, according to age, influences the activeness in the development of tourism. Table 1 shows the age group with the most number of respondents

who were between 50 and 54 years, which indicates that many people in this age group are involved in the tourism industry at Taman Sari. By comparison, respondents between the ages of 15 and 19 years and between 20 and 24 years accounted for only 1.1% of respondents.

The majority of the respondents were in the productive age group (around 86%) and only 14% of the population belonged to the non-productive group. The prolific age group was between 15 and 64 years old. The productive age groups are an excellent opportunity for the community to maximise the benefits of tourism initiatives.

The level of education is one indicator that can be used to ascertain the level of public knowledge. People who are more educated, have extensive expertise and can make better, more useful contributions to the success of the programme. Table 1 shows that the level of education in the communities at Taman Sari

consists mostly of those that have completed high school (58% of respondents), while respondents with a college degree at the undergraduate level accounted for 14.8% of respondents a while, 3.4% of the respondents had a postgraduate degree. The level of education in the survey shows that the communities around Taman Sari Tourism Village are at a “medium” level. Education can make the community more aware, more creative, and obtain more knowledge, especially in sustaining the tourism programmes after the government and the initiators of the programme leave.

The characteristics of the respondents' mobility in the village show that the longer people stay in a particular environment, their sense of belonging to the environment tends to be more visible and gives a more exceptional contribution to each activity. Table 1 shows that the longest time a respondent lived in the village was <60 years (3.4% of respondents), and the group that had made up the bulk of the population in the village consisted of those between 31 and 40 years of age (23.9% of respondents). The respondents' mobility revealed that the local community lived around Taman Sari Tourism Village for various durations, even when the people inherited the positions left to them by family.

Employment characteristics also become one of the indicators to enhance the community's welfare (seen from the amount of income). The existence of tourism in Taman Sari Tourism Village provides job opportunities for the people who live in the area. Table 1 shows several types of employment in Taman Sari Tourism Village. The majority of people who work in the tourism sector, while other forms of employment consist of boutique owners, artists, food vendors, traders, tour guides, and parking attendants, while only 11.4% of respondents whose jobs were not directly related to the tourism sector. The community had been involved as the tourism

economic implementer and the community people used this to support their economy.

The income characteristic is one of the criteria determining whether an area is advanced. If the income of a region is relatively low, it can be said that the progress and welfare of the region are also low. Table 1 shows that around 53% of respondents had an income above the Yogyakarta Regional Minimum Wage (RMW). Yogyakarta city RMW of IDR 1,848,400 (*Badan Pusat Statistik DIY*, 2019). Most residents had become actors in the development of tourism in Taman Sari Tourism Village. Still, not all of them could earn an income above RMW every month, and this was because of some people who were not prepared well, either because of their lack of competencies and skills or the tourism conditions that were not adequate. The community hoped that there are any further actions and efforts from the government to optimize tourism development in Taman Sari Tourism Village. Meanwhile, each party also hoped that the development of tourism could enhance the local economy.

## **Community Participation in Tourism Development**

### **1. Decision-Making Stage**

Community participation in this stage has been a crucial aspect, especially in the implementation stage of the tourism program. The community is expected to not only be involved in policymaking, but the society can also understand, communicate the requirements and problems of tourism in Taman Sari Tourism Village. Therefore, the relevant parties can formulate appropriate policies for the implementation of tourism in Taman Sari Tourism Village. Community participation in the decision-making stage in Taman Sari Tourism Village can be seen as follows:

Table 1.1 Community Participation in Decision-Making Stage (N=88)

Indicators	Not Very Often (%)	Not Often (%)	Sometimes (%)	Often (%)	Very Often (%)	Mean	SD
Attending a meeting or discussion about the community's requirements in tourism.	9.1	14.8	12.5	47.7	15.9	3.47	1.193
Attending a meeting or discussion about current issues related to tourism.	8.0	17.0	15.9	42.0	17.0	3.43	1.192
Attending a meeting or discussion about socials, economics, cultures, and politics.	4.5	18.2	13.6	44.3	19.3	3.56	1.133
The given ideas are related to the problems in tourism.	9.1	13.6	15.9	39.8	21.6	3.51	1.232
The given ideas are related to the development of tourism.	8.0	13.6	12.5	42.0	23.9	3.60	1.218
Participating in making the tourism policy.	10.2	25.0	22.7	34.1	8.0	3.05	1.154

Source: Primary Data, 2019.

The results of the study (Table 1.1) shows that 34.1% of respondents are often involved in making policies of tourism in Taman Sari Tourism Village. This could be seen from the intensity of community attendance at meetings or discussions which revealed that 47.7% of respondents frequently attended meetings which were discussions on the requirements of the tourism sector, while 42% of respondents regularly attended meetings related to current issues on tourism, and 44.3% of respondents often attended meetings or discussions on social, economic conditions, culture, and politics in Taman Sari Tourism Village.

Another factor influencing this stage is the ideas that were given during the meeting or discussion, which revealed 39.8% of the view given by respondents often related to tourism issues and 42% of the ideas commonly associated with tourism visions. Community participation in attending meetings or discussions as well as ideas given during the meeting can affect the sustainability of its tourism. One respondent expressed his opinion as follows:

*"We met several times a month and we often met through online media. Meeting conducted by the community, government and other relevant parties were very helpful in developing tourism in our village. We were also given the opportunity at each meeting to express needs, problems or provide solutions in tourism development, for example, one resident suggested the need to procure trash bins, this was done to anticipate the number of tourists who would increase."*

Society participation in meetings in terms of conveying ideas, exchanging ideas between the society and stakeholders, and determining the direction of policy are important indicators in the decision-making stage. The active participation of the community, local government and other related parties indicate that they want to realize cooperation based on mutual interests and be able to answer the needs of the population in Taman Sari Tourism Village.

This is in line with the research conducted by Rasoolimanesh & Jaafar (2016), which showed, when the government and other authorities are willing to listen to community ideas and are allowed to be involved in the decision-making stage, then the local community will actively participate in it.

Singgaleen *et al.*, (2019) in their research stated that the success in planning and decision-making stage in tourism development did involve not only the local government but also involve the local community, youth organizations and local government companies. The level of community participation in the decision-making stage in Taman Sari Tourism Village based on predetermined category scores are presented in table 1.2 as follows:

Table 1.2: The Level of Community Participation in Decision-Making Stage in Taman Sari Tourism Village

No.	The Level of Community Participation	Frequency	Percentage (%)
1	Low	19	22
2	Medium	24	27
3	High	45	51
Total		88	100

Source: Primary Data, 2019.

Table 1.2 shows that community participation in the decision-making stage in Taman Sari Tourism Village majority was at a high level of 51%. It was because: 1) the government and other related parties had provided many opportunities for the residents to take part in the development of tourism through joint meetings or discussions; 2) the community believed in the importance of their participation in tourism development; 3) the community was involved in decision-making activities and was already aware of the need to develop tourism in their villages. Thetsane (2019) stated that society's involvement in policymakers would provide another perspective through the aspirations given by the society so that it can produce more appropriate policy formulations, help maintain the development of tourism implementation, increase transparency and accountability among policymakers.

Overall, the decision-making stage in tourism development in Taman Sari Tourism Village showed that the more often the society

attended meetings, they would know the developments that happened in their villages, such as current conditions, problems, tourism development and so forth. Information, ideas for solutions and suggestions provided by the society, government and other stakeholders during meetings or discussions could influence the implementation of ongoing tourism programmes in the future.

## 2. Implementation Stage

Community participation in this stage is related to how much the community assists with the implementation of the tourism programme initiatives, their enthusiasm in implementing the various tourism programmes, their contributions to producing the materials and goods that can be used in the tourism initiatives, and their participation in any training sessions. Community participation in the implementation stage in Taman Sari Tourism Village can be seen in the following table:

Table 2.1: Community Participation in Implementation Stage (N=88)

Indicator	Strongly disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly agree (%)	Mean	SD
As the main actor in implementing tourism.	6.8	4.5	2.3	43.2	43.2	4.11	1.119
Community enthusiasm and spirits in the implementation of tourism	2.3	2.3	13.6	46.6	35.2	4.10	0.885
Contributions of labour/money/asset or other material cultures to develop tourism.	10.2	15.9	19.3	40.9	13.6	3.32	1.199
Participation in tourism organization (chairman/secretary/member)	21.6	6.8	10.2	42	19.3	3.31	1.433
Providing tourism information through social media, wall magazines, and other media.	4.5	13.6	13.6	47.7	20.5	3.66	1.092
Joining the training /workshop related to tourism.	18.2	11.4	17.0	39.8	13.6	3.19	1.329

Source: Primary Data, 2019.

The results of the study (Table 2.1) show that most of the people had been involved as main actors in tourism development in Taman Sari Tourism Village (vendor of foods, souvenirs, tour guides, parking attendants, artists, owner of boutiques, etc.). 86.4% of respondents said they agreed with their involvement as the main actors in tourism development and 4.5% of respondents disagreed. Community enthusiasm and spirit indicators show 81.8% of respondents were in favour and only 2.3% of respondents were opposed. The involvement of the community as the main actors was in line with their enthusiasm for implementing the tourism programme in Taman Sari Tourism Village. The response of one informant reinforced it:

*“In the beginning, most people in Taman Sari Tourism Village only worked as batik artists, then over time the community’s work developed in various types of work. We also feel enthusiastic about participating in this tourism, this is proven where in the past there was only one job, but now it has increased and of course, it still had a correlation with tourism.”*

Societal participation in the implementation stage is a form of community support in tourism development programmes. Many residents in Taman Sari Tourism Village were directly involved as tourism actors such as tour guides, artists, merchants, batik makers and so on. It was because they believed that the development of tourism in Taman Sari Tourism Village could benefit them.

For instance, most community members earned more than the RMW (can be seen in Table 1). Indicators of contributions of labor/money/asset or other material cultures to develop tourism in the Taman Sari Tourism Village show that 54.5% of respondents said they agreed with the statement and around 10.2% of respondents strongly disagreed. Tourism organization indicators show that 61.3% of respondents favoured the statement and 6.8% of respondents opposed. One informant said:

*“This organization became our place both to train and to accommodate the aspirations of the society in supporting tourism in Taman Sari Tourism Village. However,*



*some people don't want to be involved in the community."*

The tourism organization in Taman Sari Tourism Village consisted of several tourism sub-organizations such as the tour guide community, the merchant community, the batik community, the handicraft and the culinary community. Based on the results of interviews with the community showed that not all residents involved in the organizations in Taman Sari Tourism Village. Some of them there thought that they could get more profit if they stood alone without being involved with local tourism organizations. The presence of organizations aimed to make people aware that they could join in developing tourism to be better. In line with research conducted by Singgalen *et al.*, (2019) showed that the synergy between the society, Karang Taruna (youth organization) and BUMDes "Pitu Marahail" (a local government company and local government) in Pitu Village, North Halmahera had succeeded in developing the sector tourism through the implementation of Sapta Pesona (seven charms consisting of security, disciplines, cleanliness, tranquility, beauty, friendliness, and memories for tourists.

The indicators for providing tourism information show that 47.7% of the respondents agreed to give information relating to tourism and 4.5% of respondents strongly disagreed. One of the informants stated that:

*"Dissemination of information about tourism in Taman Sari Tourism Village has begun to be optimized both from the community and the government itself. The promotion has been done, both through online media and word of mouth, he said."*

Tourism promotion is an essential factor in tourism development. The effectiveness of providing information about tourism can be done through advertising using social media. The media plays a crucial role in the growth and progress of tourism, such as providing in-depth information about tourism attractions and various other information needed by domestic and foreign tourists. The local government had taken different actions to promote tourism

objects (referred to as Taman Sari Tourism Village), one of which was through digital media marketing campaigns. Research by Mkwizu (2019) in Africa showed that tourism promotion through social media had an important role in increasing the number of tourist arrivals in Africa, especially international tourists. Indicators of participation in tourism training/workshop shows that 39.8% of respondents agreed to attend training/workshops on tourism, while 11.4% of respondents disagreed. The informant also commented on the participation in tourism training/workshops.

*"We can get new knowledge and experience related to human resource development through this training, but it was not yet optimal. This training had several problems, such as the intensity of training only a few times a year, he said."*

The residents in the Tourism Village in Taman Sari had so far participated in several trainings held by the local government. They obtained many benefits from the training, especially with regard to improving the quality of the residents themselves in tourism development such as soft skills, management of tourism products, tourism management, foreign language training, etc. The skills that had been acquired can later be used as community capital to run various tourism programmes. However, due to several issues regarding the implementation of the training, it made the community less capable of running the various tourism programmes.

Rasoolimanesh & Jaafar (2016) said that people needed particular insights and skills to contribute optimally. This is in line with research conducted by Park & Kim (2017) at Houay Kaeng Village, Laos which showed that the majority of the community participate in activities carried out by community-based ecotourism (CBE) such as training (saunas and traditional massages, food craft production, guide services, homestay, and handicraft sales). Through these activities, it will be easier for people to run tourism programmes. The level of community involvement in the implementation stage in Taman Sari Tourism Village can be seen in Table 2.2 as follows:

Table 2.2: The Level of Community Participation in the Implementation Stage in Taman Sari Tourism Village

No.	Community Participation level	Frequency	Percentage (%)
1	Low	9	10
2	Medium	33	38
3	High	46	52
Total		88	100

Source: Primary Data, 2019.

Table 2.2 shows that community participation in the implementation stage in Taman Sari Tourism Village was mostly at a high level (52%). It was because people feel the existence of tourism that can support their lives better, they think they were not forced to be involved in tourism implementation activities. They realize that promoting tourism there was a shared responsibility. Overall, the implementation of the tourism programme in Taman Sari Tourism Village showed that the involvement of local communities as the main actors in the ongoing program was crucial. This community involvement was not only about the benefits that can be obtained, but it also related to the problems at home, where the community knew more about it.

Community contributions in the form of materials are needed so that the tourism conditions in Taman Sari Tourism Village can be feasible and comfortable for the local community as well as for tourists. Organization and training

become a place for people to develop their soft skills. The training is seen as quite competent and efficient in improving the quality and potential of human resources because it can strengthen the potential they already have and the ability to gain new skills.

Promotions also continue to be intensified so that the number of tourists continues to increase. Still, it becomes useless if the community is not ready or the condition of the tourist attraction is not feasible. All these factors become essential factors and the main focus of all parties involved in them to advance and the sustainability of tourism in Taman Sari.

### 3. Stage of Benefits

Society participation in this stage related to how much benefit could be obtained by the society in implementing tourism in Taman Sari Tourism Village. The society participation in this stage can be seen more entirely in the following table:

Table 3.1: Society Participation in Benefits (N = 88)

Indicators	Strongly disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly agree (%)	Mean	SD
Get more positive impacts than negative impacts	-	1.1	4.5	38.6	55.7	4.49	0.643
Increased consumption of tourism products.	5.7	9.1	2.3	31.8	51.1	4.14	1.186
Increased income	6.8	4.5	13.6	35.2	39.8	3.97	1.159
Comfort house conditions	-	1.1	4.5	53.4	40.9	4.34	0.623
The societies are increasingly solid	-	3.4	9.1	39.8	47.7	4.32	0.781

Source: Primary Data, 2019.

The result (Table 3.1) shows that the majority of respondents have received more positive benefits than negative benefits, while 1.1% of respondents disagreed with the statement. Almost all people got more positive benefits than negative benefits, and it proves that the existence of tourism in Taman Sari Tourism Village made an excellent contribution to society. Indicators regarding the increase in the consumption of tourism production show 51.1% of respondents strongly agreed with the increase in the consumption of production results in Taman Sari Tourism Village and 9.1% of respondents disagreed.

One respondent said that:

*“Many tourists visited our village. The arrival of the tourists gave many positive benefits to the community through the purchase of batik, souvenirs, food, and drinks, etc. Although it had not fully increased dramatically, so far, it has been able to meet the cost of daily living.”*

Research by Rasoolimanesh & Jaafar (2016) showed that the development of tourism had a positive impact (such as increased work budgets and improvements, improvements in infrastructure and preservation of tourism assets) and negative impacts (such as increased crime and traffic jams) in the community. The development of the tourism industry at the Taman Sari Tourism Village, has not significantly harmed the city, so far, but the community can take anticipatory steps to prevent and minimize negative changes in the future.

Indicators regarding the convenience of housing conditions showed 53.4% of respondents agreed with the statement and 1.1% disagreed. Indicators of increasing community income show that 39.8% of respondents strongly agreed with this statement and 4.5% of respondents argued disagreed with this statement. One informant stated that:

*“The existence of tourism in Taman Sari Tourism Village has not been optimal in providing increased for the community, and some people only earned an average*

*income. Supposedly, the increasing number of tourists visit each month gives an increase in income above the Yogyakarta Regional Minimum Wage.”*

The potential of tourism in Taman Sari Tourism Village can be developed to increase income and employment opportunities. The community has benefited economically from the development of tourism in Taman Sari Tourism Village, one of which: the majority of people earned an income above RMW (Table 1).

However, there were still some people earning less than RMW. The role and strategic steps of the government and the community in tourism development must be optimized again so that all levels of society can get benefit equally. Some research shows various advantages can be obtained through tourism. The study by Singgalen *et al.*, (2019) at the Pitu Village, North Halmahera indicated that local communities could enjoy results in the form of economic, social and environmental benefits from their participation in tourism development.

Research by Rasoolimanesh *et al.*, (2018) in the village at the foot of Mount Kinabalu, Malaysia showed that the presence of tourism could provide employment opportunities for most people and they could realise significant economic benefits. Another indicator in the stage of interest these results is related to the condition of solidarity among societies shows 39.8% of respondents agreed and 3.4% of respondents said they did not agree. One of the informants stated that:

*“The development of tourism here can provide economic benefits to the community. The community also realized the importance of working together to advance this tourist village, as the establishment of several communities evidence it, however, sometimes there were still conflicts between one another, such as competition between traders.”*

Tourism can strengthen social relations (Dickinson *et al.*, 2017). This also happened in Taman Sari Tourism Village that the social

interactions there were quite harmonious, although conflicts sometimes arose between residents. In line with research Kunjuraman & Hussin (2017) shows that social ties have an important role in the community in the village of Dagat, Sabah, Malaysia as evidenced by

the establishment of solidarity and mutual assistance between residents. The level of community participation in the stage of benefits in Taman Sari Tourism Village is based on the category scores and has been predetermined can be presented in table 3.2 as follows:

Table 3.2: The Level of Society Participation in the Stage of Benefits in Taman Sari Tourism Village

No.	The Society Participation Level	Frequency	Percentage (%)
1	Low	-	-
2	Medium	17	19
3	High	71	81
	Total	88	100

Source: Primary Data, 2019.

Table 3.2 shows that 81% of the society in Taman Sari Tourism Village had a high level of participation and there was no society classified as having a low level of involvement at the stage of benefits. The society could feel a significant positive benefit from the presence of tourism in Taman Sari Tourism Village, as most people are directly involved as tourism actors. Society participation in tourism provides opportunities for people to benefit from the development of the tourism sector. The participation of society in this stage had an important role in which it does not merely provide economic benefits. However, it was also related to unity among citizens to it can be harmoniously established, although there were still some conflicts in it.

#### 4. Evaluation Stage

The success of a programme which has been implemented can be seen from the residents assessment and the number of benefits received by the residents. If the programme has not been implemented according to the needs of the community, then the government and other related parties can make improvements and arrange the next schedule.

Community participation in this stage is associated with the extent of residents and government involvement in optimizing tourism programmes in the Taman Sari Tourism Village, to what extent the community is involved in realizing the security, comfort and cleanliness of the village. The participation of residents in the evaluation stage in Taman Sari Tourism Village can be seen more fully in the following table:

Table 4.1: The Involvement of Resident in the Evaluation Stage (N = 88)

Indicator	Not Very Often (%)	Not Often (%)	Sometimes (%)	Often (%)	Very Often (%)	Mean	SD
Providing suggestions or criticisms for improving the implementation of tourism programs.	8.0	6.8	14.8	56.8	13.6	3.61	1.066
Maintaining the village cleanliness.	1.1	2.3	5.7	46.6	44.3	4.31	0.778
Supervising/keeping the village safe.	-	2.3	5.7	56.8	35.2	4.25	0.665

Source: Primary Data, 2019.

The results of the study (Table 4.1) regarding suggestions and criticisms of tourism programmes has been implemented show that most of the respondents (56.8%) were involved. And only 6.8% of respondents said they were not often involved. One respondent stating:

*“When there are obstacles in the implementation of tourism, residents coordinate with each other, sometimes even meet up with the government. Discussing what should be done to overcome and together look for a solution to the problem. Although sometimes the problems encountered cannot be resolved in a fast time.”*

The involvement of residents in providing criticism and suggestions aims to overcome the problem of tourism programmes that have been implemented and to determine strategic efforts related to the program that will be carried out in the future. It is in line with the research of Singgalen *et al.*, (2019) who argues that one of the steps taken in the evaluation stage of tourism over there is involving the resident in giving ideas as an effort to solve problems that hinder the implementation of tourism programmes.

The indicator of the cleanliness of Taman Sari Tourism Village shows that the majority of the community was involved in maintaining cleanliness in the village, only 46.6% of respondents said they were often involved and 2.3% of respondents said they were not usually involved. It was also confirmed by the statement of a respondent who said:

*“This village has imposed a sanitation levy on every citizen, so there were special officers who deal with cleaning problems. Garbage is originated from traders who sell, and they*

*clean the rubbish that is littered around their merchandise every evening. The obstacle currently faced is related to rubbish that comes from tourists, sometimes they still throw rubbish in any place, maybe one of the factors was the lack of garbage bins in this village.”*

Indicator security of Taman Sari Tourism Village shows that the majority of the resident was involved in maintaining village funding with a percentage of 56.8% of respondents frequently involved, and the 2.3% of respondents not involved often. Regarding security issues, one of the respondents said:

*“We had put CCTV at several points to monitor the situation in the village. 14 CCTV’s were set up at several points, and it is hoped that visitors and the public will not cause trouble here. Every weekend, people open CCTV results to monitor developments that occur, usually done at the Pos Kamling. The use of the Pos Kamling was currently not very much used for safeguarding at night, and it has changed since the CCTV was laid down.”*

The majority of the resident were involved in maintaining the cleanliness and security of Taman Sari Tourism Village. In the beginning the residents felt that they had a responsibility to create conditions for the village to remain conducive, so that, maintaining security and cleanliness is the main thing for them. The realization that favourable security conditions can provide a sense of comfort, especially for tourists who come to visit, of course, this is important for the sustainability of tourism in Taman Sari Tourism Village.



Table 4.2: The Involvement of Resident in the Evaluation Stage (N = 88)

Indicator	Strongly disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly agree (%)	Mean	SD
The government can handle the programmes and conducted more effectively	1.1	4.5	22.7	52.3	19.3	3.84	0.829
The governments can solve the problems and fulfil the community requirements.	4.5	3.4	9.1	53.4	29.5	4.00	0.971
The community gets the same opportunity as other citizens in the implementation of tourism	1.1	3.4	11.4	61.4	22.7	4.01	0.766

Source: Primary Data, 2019.

The results of the study (Table 4.2) show that 52.3% of respondents stated they agreed with the government's approach to socialization with the community can realize the implementation of programmes and management of tourism more effectively in Taman Sari Tourism Village but 1.1% of respondents said they strongly disagreed.

Other indicators about the presence of the government in the implementation of tourism in the Taman Sari Tourism Village being able to solve the problems associated with the growth of the tourism sector shows that 53.4% of respondents agreed and 3.4% of respondents disagreed with that statement. This was confirmed by the responses of several respondents who said that:

*“So far the government has involved the residents of the Taman Sari Tourism Village and it can realize a good tourism implementation, but not yet optimal. Tourism optimization might be possible by increasing the intensity of the training provided to all communities without exception, tourism implementation innovation (night tourism as planned previously), and procurement of more tourism supporting facilities and infrastructure, he said.”*

The successful implementation of the tourism program is inseparable from the

participation of various stakeholders (local communities, government and stakeholders). The existence of tourism in the Taman Sari Tourism Village showed that in addition to the community, the government had a hand in providing various assistance, providing training and workshops on tourism to the community, giving tourism support infrastructure and so on. Apart from all that, the implementation of tourism programmes in the Taman Sari village was not yet optimal.

The stakeholders have a stake in optimizing the application of tourism. In line with this, research by Manaf *et al.*, (2018) suggested that the community, central government, and local governments, non-profit institutions had a stake in the success of tourism in the Nglanggeran Tourism Village, for example, the central government and regional governments provided facilities and infrastructure to support tourism and provided human resource development programmes in the tourism sector, Nglanggeran Tourism Village.

The indicator of equal opportunity in tourism development in Taman Sari Tourism Village shows that 61.4% of respondents had agreed with and 3.4% of respondents disagreed with the statement. The responses included the following:

*“We had the same opportunity to be involved in the development of tourism in this village, both as tour guides, beverage and food vendors, accessories traders, boutique owners, batik service providers, parking services, etc. However, there are still people who do not participate.”*

The majority of the resident got the same opportunity as other citizens to get involved in the development of tourism in Taman Sari Tourism Village. The high participation of residents indicates one of the factors is useful in implementing a tourism programme. The level of resident participation in the evaluation stage in Taman Sari Tourism Village is based on predetermined category score, and it can be presented in table 4.3 as follows:

Table 4.3: The Level of Resident Participation in the Evaluation Stage in Taman Sari Tourism Village

No.	Resident Participation Level	Frequency	Percentage (%)
1	Low	1	1
2	Medium	20	23
3	High	67	76
	Total	88	100

Source: Primary Data, 2019.

Table 4.3 shows that 76% of the level of resident participation in the Taman Sari Tourism Village at the evaluation stage was in the high category. It was because the residents consider the presence of tourism as a positive benefit and the residents are aware of advancing tourism in Taman Sari Tourism Village through providing a better development programme.

The involvement of residents in the evaluation phase aims to assess the suitability or shortcomings of the results of tourism activities, is it following the needs and conditions of the community or vice versa? If it has not yet suitable, then this evaluation activity can be used as a guideline in determining the appropriate actions towards the implementation of the programme in the future to better suit the needs of the community.

Another important thing that must be focused on in the evaluation stage is knowing the factors inhibiting the implementation of the tourism program. In line with this, research by Yanes *et al.*, (2019) stated that the central aspect of designing effective policies was an understanding of the inhibiting factors in the development of resident-based tourism. Sood *et al.*, (2017) in his research founded that there

are various constraints (socio-cultural, practical and apprehensions) that affect community involvement in running a homestay in Kullu, Himachal Pradesh, India. Sood *et al.*, (2017) also suggested several solutions so that local people can participate maximally such as the implementation of training programs, skills and guidance to the community; institutional mechanism; government provides microcredit to the public; etc. By knowing what the inhibiting factors and challenges faced are, then this can be input, consideration and reference for the government or various stakeholders in determining policies and finding the most appropriate solution to optimize the implementation of tourism development in a particular region.

**Conclusion**

The participation of residents in various stages could affect the sustainability of the development of a program, as well as the development of tourism in Taman Sari Tourism Village. Residents have an important role at all stages, and this was due to the residents becoming more aware of the condition of the area. The stage consists of resident participation in the

decision-making, implementation, benefits and evaluation stages.

Each stage was related to one another. The more active the resident or involved in the decision making phase, it would affect the implementation stage. Could it run optimally or vice versa? If it could run optimally the society income could also increase, as well as the existing facilities and infrastructure could increase. The evaluation stage was also of no importance, the active participation of the society and government in this stage could be used as a consideration in determining what things should be improved or what steps should be taken to maximise the implementation of the next tourism programme.

Collaboration between the community, government and various sectors must be well established, to optimize the sustainability of tourism in Taman Sari Tourism Village. The existence of the tourism sector was expected to prosper and improve the quality of life of the local community. The provision of tourism supporting facilities and infrastructure could be optimized so that the tourism area in Taman Sari Tourism Village could compete with other tourism areas. The government needs to provide intensive assistance to society through socialization and training so that community skills could be better honed.

Besides this, the government must also provide space for the local community to actively participate at all stages, so that it was hoped that the development of tourism could run in a positive direction and make it sustainable. The results of this study can be used by the society, government, stakeholders, and other relevant parties as a consideration in making policies related to the development of tourism in Taman Sari Tourism Village and also in other tourism areas.

The limitations of this study are also evident. This research only focuses on residents participation. Hence, future research is expected to be able to investigate social, economic and ecological conditions in more depth in the

development of tourism areas, so that in the future they can get more information in detail about tourism areas in Taman Sari Tourism Village.

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