

# Community Understanding In The Development of Nglinggo Tourism Village, Kulon Progo Regency, Special Region Yogyakarta

Sugeng Hermanto<sup>1\*</sup>, Nurdin Hidayah<sup>2</sup>, Herlan Suherlan<sup>3</sup>

<sup>1,2</sup>Jurusan Kepariwisata,  
Politeknik Pariwisata NHI  
Bandung, Bandung,  
Indonesia

## **Abstract**

*This study aims to understand in-depth and comprehensively how the Nglinggo Tourism Village community understands tourism development in its place. This study has used a qualitative approach with a case study design. The data collection techniques used were direct observation of the location of the locus that the researcher wanted to examine, observing events, incidents, poses, and conditions along with a list that needed to be observed in Nglinggo Pager Harjo Tourism Village, as well as conducting interviews with key informants who were involved and experienced all activities relating to the Tourism Village in Nglinggo Pager Harjo. The study concluded that people have begun to understand tourism as an industry that significantly influences improving people's welfare regarding human resources, community potential, and physical development. Community understanding of tourism development can be assessed and understood by the local community. In addition, it can also be concluded that tourism has not negatively influenced the norms, laws, and customs of the local community.*

*Keywords: Community Opinion; Nglinggo Tourism Village; Tourism Community; Tourist Village*

## **INTRODUCTION**

The three main needs that an area must meet to become a tourist destination are having attractive tourism products, easy access to reach, and the availability of temporary housing for tourists (Camilleri & Camilleri, 2018; Füller & Michel, 2014; Lee, 2015) fundamental factor in tourism development is the involvement of the community in the process of tourism development itself. Community involvement, starting from the planning, utilization, and control stages of space utilization, will produce an evaluation system of activities that have been carried out and become input for the next process.

The local community must understand Tourist villages as tourist attractions; they are not passive objects but rather active subjects (Jovicic, 2016). The community has an important role in developing the regional tourism sector because it is one of the tourism stakeholders (Dangi & Jamal, 2016). Pagerharjo Village has these three categories to become a tourist destination and has special attractions such as celebrations, customs, folk parties, and others. The concept of sustainable tourism development aims to improve the community's welfare and serves to meet the needs and aspirations of the community (Jamal & Dredge, 2014). In the above approach, it is hoped that the design of the Cultural Tourism Area in Pagerharjo Village can carry local culture and become a cultural tourism area promoting local culture and symbols.

Nine dimensions can form opinions in the understanding of the local community, namely: 1) Community understanding of the nature of attraction; 2) the influence of tourism activities on community income; 3) profil dan tingkat tourist visits to tourist villages; 4) stages of tourism development that occurred; 5) people's opinions and attitudes towards visiting tourists; 6) interactions between

---

Correspondence address:

**Sugeng Hermanto**

Email : h.sugeng321@gmail.com

Address : Politeknik Pariwisata NHI Bandung, Indonesia

tourists and the community; 7) motivations and expectations of tourists; 8) external socio-cultural behavior and currents brought by tourists; 9) profile and behavior of visiting tourists (Williams and Lawson; 2001).

The research aims to understand in-depth and comprehensively how the Tourism Village community carries out community understanding in tourism development.

## **LITERATURE REVIEW**

Community involvement in a development mindset that views society as a subject of regulation with a diversity of behaviors. The process of community participation, starting from the stages of planning, utilization, and controlling the use of space, is an evaluation system of the development activities that have been carried out and becomes a recommendation for the next development process.

### ***Community***

A society is a group of people who live and work together long enough (Evans-Pritchard, 2013) so that they can organize themselves and consider it a social unity with clearly formulated boundaries. (Linton in Soekanto, 2006). Society is people who live together that produce culture and have the same territory, identity, habits, traditions, attitudes, and a feeling of unity bound by similarities. (Soemardjan in Soekanto 2006). When viewed from a tourism perspective, the community is an element of tourism stakeholders, referred to as stakeholders (Hidayah, 2021). The community is an important stakeholder in tourism development because it owns tourism resources (Wondirad & Ewnetu, 2019). As explained above, tourism development comes from the people, by the people, and for the people. For this reason, the community has an important role in the tourism development process.

Society is a place to meet the needs of various interests to survive. The community itself also has various needs that must be met so that the community can continue to live; adaptation to the needs of the community such as population, information, energy, materials, communication systems, production systems, distribution systems, social organization systems, social control systems, protection of citizens against threats aimed at life and property. (Soerjono Soekanto, 2006).

Understanding has two forms, namely, positive understanding, where they enthusiastically participate in implementing programs organized by individuals or groups. In a negative understanding, that is, if the community gives negative responses and is less enthusiastic about implementing programs held individually or in groups, where they respond skeptically and pragmatically (Grunert et al., 2014). Opinion is an open answer (overt) to a problem expressed in words, orally, or in writing (Stimson, 2018). At the same time, attitude is a positive or negative reaction to certain people, objects, or situations (Schafer, 2019).

Response is one of the actions resulting from a stimulus or stimulus. This is divided into two: reflective (occurring without the individual's awareness), a reaction from the received stimulus that does not reach the brain as the center of consciousness. Conscious actions are the actions of the organism for the existence of motives from the individual concerned, and the stimulus received by the individual reaches the brain and is realized by the individual concerned (Walgito, 1980).

### ***Tourism Village Development***

Development is making something advanced, perfect, and useful (Suwantoro, 1997; Daly, 2014). Tourism development must involve three sectors, namely the business sector, the non-profit Sector, and the governmental Sector; in understanding and involving these three sectors, tourism development will be better (Gunn, 1994; Var & Gunn, 2020). The business sector provides all the necessities tourists need in a destination, such as transportation services, hotels, food and beverages, laundry, and entertainment. Non-profit Sectors include youth organizations, professional organizations, and ethnic groups that are not solely profit-oriented (non-profit organizations) but have a big role in tourism development (Orchiston, 2013). Meanwhile, the governmental Sector is a sector that acts as a regulator (Hidayah, 2021).

The development of nature tourism and cultural tourism with local independence is an embodiment in the community order, which is carried out independently by the provisions themselves in order to improve the quality of the order while maintaining the preservation of nature, local cultural values, as well as natural and cultural tourism objects in tourist villages. Tourism development planning currently uses a community approach or community-based tourism (Ridwan, 2012). With this, the local community will build, own, and directly manage tourism facilities and services so that the community can improve the economy and reduce urbanization (Nurhayati, 2009). However, local community-oriented tourism development efforts remain minimal (Demartoto, 2009) because the community does not have the financial ability and appropriate expertise to manage or be directly involved in tourism activities.

Community participation is needed to be a good host, provide the best for visiting tourists, and participate in maintaining security, order, beauty, and cleanliness of the environment, providing memories and making tourists memorable in supporting the Sapta Pesona program, and instilling public awareness in the context of tourism potential development. One measure of the success of tourism development is the participation of the community itself so that they are aware of tourism because participation is an integrated activity so that everything in the community, such as feelings, experiences, thinking skills, frames of reference, and other aspects others that exist within the individual will play a role in that perception (Walgito, 2003).

A tourist village is a rural area that presents a general environment that reflects the authenticity of the village in terms of socio-economic socio-cultural, customs, and daily life, which has a distinctive construction of village architecture and spatial planning or economic activities that are unique and interesting and have the potential to develop various components of tourism, such as attractions, accommodation, food and beverages, souvenirs, and other tourism needs (Priasukmana & Mulyadin, 2001; Xi et al., 2015). A tourist village is a rural area that usually has several characteristics worthy of being a tourist destination. Residents in this region own traditions and culture that are still relatively original. Various supporting factors include typical diet, agricultural systems, and social systems. In addition to these factors, one important factor in a tourist village area is natural resources and the natural environment that are still maintained. The tourist village area must also have various supporting facilities as a tourist destination. These various facilities will make it easier for visitors to tourist villages to carry out tourism activities (Kachniewska, 2015).

## **METHODS**

This study has used a qualitative approach with a case study design. Researchers want to explore phenomena that cannot be quantified that are descriptive, such as the process of a work step, the formula of a recipe, the notions of a variety of concepts, the characteristics of a product and service, pictures, styles, ordinances of a culture, models physical artifacts (Djam'an Satori, 2011). This research explores the phenomenon of community response and describes or constructs the results of in-depth interviews with research subjects to provide a clear understanding of public opinion on the development of the Nglinggo Pager Harjo Tourism Village.

### ***Data Collection***

Data was obtained from various sources using various data collection techniques and carried out continuously until the data was saturated. Following the characteristics of the data required in this study, the data collection techniques used were: 1) direct observation of the location of the locus that the researcher wanted to examine, observing events, events, poses, and conditions accompanied by a list that needed to be observed in the Nglinggo Pager Harjo Tourism Village, and 2) conducted several interviews with key informants or figures and the community who were involved and experienced all activities related to the Tourism Village in Nglinggo Pager Harjo.

### ***Validity***

The technique of checking the validity of the data is done by using triangulation. In this study, researchers used two types of triangulation: source and technical. Researchers used source triangulation to check data obtained from the community and community leaders/key informants. At the same time, technical triangulation tests the credibility of the data, which is done by checking the data against the same source with different techniques. Researchers use the triangulation technique after obtaining the results of interviews, which are then checked with the results of observations and documentation. Of the three techniques, this will produce information about the community's understanding of tourism development in Nglinggo Tourism Village Pager Harjo Village.

### ***Data Analysis***

Data analysis in qualitative research is carried out when data collection takes place and after completing data collection after completing data collection within a certain period (Miles and Huberman in Sugiyono, 2009). In the process of this research, researchers analyzed the data by examining all the data that had been collected from the results of field data in the Nglinggo tourism village, such as interviews, observations, and documentation such as photos, recordings, videos, notes and so on which would later be classified as research evidence. Furthermore, qualitative data analysis involves interactive and ongoing activities until they reach a point of completion, ensuring data saturation.

### ***Data Reduction and Data Display***

It is a process of selecting, focusing, paying attention to, simplifying, abstracting, and transforming raw data that emerges from field notes so that the data gives a clearer picture of the results of observations, interviews, and documentation. At this stage, the researchers sorted the data from the field to understand the community at the research site in Nglinggo Tourism Village.

This is a set of structured information that allows concluding and acting. With this, the researcher presents the data in brief descriptions, charts, tables, graphs, pictograms, and the like. The data is organized to be easier to understand through the presentation of these data.

### ***Conclusion Drawing or Verification***

Researchers make conclusions based on data processed through data reduction and display. The conclusions drawn are temporary and will change if strong evidence is not found to support the next data collection stage. However, if the conclusions in the early stages are supported by valid and consistent evidence when the researchers return to the field to collect data, then the conclusions are credible in research in Nglinggo Tourism Village.

## **RESULT**

Natural tourism with panoramic views of the mountains and hills is one of the main attractions in Nglinggo Tourism Village. This is also the starting point for developing and developing tourism in the Nglinggo Tourism Village. The community has been greatly assisted in terms of livelihood and welfare since tourism entered and became a source of community income. Even though tourism plays a major role in the community's economy, the community still has reserves of activities and other sources of livelihood in the form of work, such as farming and trading. This is also in line with the existence of a pandemic. This is in line with research conducted by (Stone & Nyaupane, 2018; O'Brien & Ponting, 2013; Xue et al., 2017).

The number of tourist visits to the Nglinggo Tourism Village can still be controlled, considering that during this pandemic season, tourists have begun to visit less. However, there was a period before the pandemic, especially after the Nglinggo Tourism Village boomed; the village was full of tourist vehicles staying at homestays in the Nglinggo tourist village and those traveling back and forth from Maglenag or Jogja. The level of tourism development (Niedziółka, 2014; Nunkoo, 2015; Sharpley & Telfer, 2014) in Nglinggo Tourism Village is currently in the development stage and climbing to a positive phase, in which the community is ready for planning and implementation and the community is ready for all forms of risk.

The community is not disturbed by the existence of tourism activities and tourism businesses in Nglinggo Tourism Village. However, it should also be noted that norms and legal rules apply in the local community. Tourism does not harm society if these rules are adhered to and mutually respected. This will have a big impact on people who are completely dependent on tourism, although, on the other hand, the people will be more independent and return to their original jobs as farmers, cultivators, gardeners, and traders. However, people who make tourism as a side income are not significantly affected. According to Jamal & Dredge (2014), the behavior of local communities towards tourism development is a very valuable capital for tourism development.

The existence of tourism and tourist visits to the Nglinggo Tourism Village since the establishment of the Tourism Village until now has never caused a clash or culture shock. Tourists maintain the norms and rules at the tourist village location, with no norms, rules, or security violations. As for matters related to the habits of tourists from their place of origin who happen to be brought to their destination, it is still in a normal state, and the community is not disturbed and respects each other. The influx of tourists to destinations tends to have a positive effect, related to new knowledge and technology and adding to people's insight. According to (Mathew & Sreejesh, 2017; Rohanen & Bowles, 2020), this phenomenon can be caused by the type of tourists responsible for the destinations they visit.

At the Nglinggo Tourism Village destination, there are no differences in treatment gaps between tourists and the community and between fellow citizens. Both parties appreciate and respect each other and do not discriminate against one another (no class difference, status, or class conflict). Equal treatment also applies to domestic and foreign tourists, and there are no privileges for one another. It can provide a good atmosphere for tourism there, enhancing a good tourist experience as expressed by (Van der Zee & Vanneste, 2015; Moghavvemi et al., 2017).

Tourists who visit Nglinggo Tourism Village mostly visit with family and friends in small groups of 4 to 5 people for recreation or vacation purposes—visits in large groups only at certain times and within a few months from agencies and schools.

The peak season for tourist visits to Nglinggo Tourism Village is generally after Eid and before New Year's Eve. Crowded visits on weekends have generally started to decrease since the pandemic. Tourists visiting and staying at the Nglinggo Tourism Village are mostly domestic tourists from around Java Island, namely tourists from around Jogja, Jakarta, Bandung, Central Java, East Java, and a small portion are domestic tourists from outside Java Island and a few from abroad.

The Nature Attraction of the Nglinggo Tourism Village focuses on the potential of nature as the basic capital for developing tourism and is followed by other types of tourism as its supporters. This can be seen by the richness of the surrounding landscape, which is flanked by hills and faces the peaks of Mount Merapi, Sindoro, and Mount Slamet. The potential for natural tourism supports the emergence of other types of supporting tourism and community creative industries. It can provide a good atmosphere for tourism there, enhancing a good tourist experience, as expressed by (Van der Zee & Vanneste, 2015; Moghavvemi et al., 2017).

The Degree of Dependence (Sharpley, 2014) from the Nglinggo Tourism Village sees tourism as one of the major influences on the people's economy both on a micro and macro level, which also plays a role in infrastructure development. Moreover, it is considered good according to (Page, 2014; Cárdenas-García et al. (2015). However, according to (Hidayah, 2021), tourism development should not become too dependent because tourism is very vulnerable to environmental changes.

## CONCLUSION

The conclusion of this study can be seen from several previous analyses, which point out that tourism in the Nglinggo Tourism Village arises because of the potential for good landscapes. Since the formation of Nglinggo Hamlet, Pagerharjo Village has become one of the Nglinggo Tourism Village destinations, getting a good reception from the community. In addition, the community has also begun to understand tourism as an industry that has a significant influence on the development of both human resources, community potential, and in terms of physical development, namely the development of infrastructure, public space, public facilities, and tourism, which besides being needed by tourists are also needed by the community in supporting the daily life of the community.

As for the entry of the tourism industry, there has been no visible friction or gaps in people's daily lives, and from the social culture, so far, tourism has not negatively influenced the norms, laws, and customs of the local community. Community understanding of tourism can be assessed as good, and the community is very enthusiastic about developing tourism in the Nglinggo Tourism Village in the future so that it grows and continues to bring prosperity to the community.

The following are some recommendations for Nglinggo Tourism Village managers: 1) Sustainable Development: Because Nglinggo Tourism Village continues to grow, it is very important to prioritize sustainable tourism development. This requires balancing economic growth with environmental sustainability and socio-cultural sensitivity. Adopt eco-friendly practices, promote responsible tourism, and involve local communities in decision-making processes; 2) Infrastructure Improvement: Invest in developing infrastructure and public facilities to support the increase in tourists. Ensure that essential facilities such as transportation, accommodation, sanitation, and public spaces are well maintained and accessible; 3) Community Empowerment: Strengthening community involvement in the tourism industry. Organize workshops, training programs, and skills development initiatives that empower residents to actively participate in tourism-related activities, such as tour guides, handicraft production, or cultural performances; 4) Marketing and Promotion: Improving marketing and promotion efforts of Nglinggo Tourism Village. Create a compelling brand identity highlighting unique landscapes, cultural experiences, and community hospitality. Take advantage of digital platforms and collaborations to attract domestic and international tourists; and 5) Research-Based Planning: Conduct research to identify tourism trends, visitor preferences, and potential challenges. This will assist in making informed decisions and adapting strategies to meet evolving demands.

The following are some recommendations for further research: 1) Conduct in-depth studies on the long-term socio-cultural effects of tourism on the local community. Investigate any changes in norms, values, and customs due to increased exposure to tourists and foreign influences; 2) Assess the carrying capacity of Nglinggo Tourism Village to determine the maximum number of visitors that can be accommodated without causing harm to the environment or degrading the quality of the tourist experience; 3) Analyze the economic impact of tourism on the local economy. Study income distribution, employment opportunities, and how tourism contributes to poverty alleviation; 4) Evaluate tourist satisfaction levels through surveys and feedback mechanisms. Identify areas for improvement and tailor experiences to meet the expectations of different visitor segments; 5) Examine the resilience of the local community to the potential challenges posed by tourism development, such as gentrification, changes in land use, and economic dependency on tourism; 6) Investigate

the vulnerability of Nglinggo Tourism Village to climate change and develop strategies to adapt and mitigate potential risks; and 7) Cultural Heritage Conservation: Explore measures to preserve and protect the cultural heritage of the area in the face of growing tourism pressures.

By addressing these recommendations and pursuing the future research agenda, Nglinggo Tourism Village can foster sustainable growth while preserving its cultural identity and providing lasting benefits to the local community and visitors alike.

## REFERENCES

- Adi, Isbandi R. (1994). *Psikologi, Pekerjaan Sosial dan Ilmu Kesejahteraan Sosial: Dasar-dasar Pemikiran*. Jakarta: PT Raja Grafindo Pesada.
- Azwar, S. (1995). *Sikap Manusia Teori dan Pengukurannya*. Edisi 2. Yogyakarta: Pustaka Pelajar.
- Borobudur Tourism Village. Jakarta: PT Gramedia Pustaka Utama. Ferry, Rendika. (2019, February 10).
- Camilleri, M. A., & Camilleri, M. A. (2018). *The tourism industry: An overview* (pp. 3-27). Springer International Publishing.
- Cárdenas-García, P. J., Sánchez-Rivero, M., & Pulido-Fernández, J. I. (2015). Does tourism growth influence economic development? *Journal of Travel Research*, 54(2), 206-221.
- Basrowi & Suwandi. (2008). *Memahami penelitian kualitatif*. Jakarta: Rineka cipta.
- Daly, H. E. (2014). *Beyond growth: the economics of sustainable development*. Beacon Press.
- Dangi, T. B., & Jamal, T. (2016). An integrated approach to sustainable community-based tourism. *Sustainability*, 8(5), 475.
- Desa Wisata Borobudur. Jakarta: PT Gramedia Pustaka Utama. Ferry, Rendika. (2019, February 10).
- Dorman, Sergeant. (2010). The Central Role of The Unit of Analysis Concept in Research Design. *Istanbul Universitesi Isletme Faculty of Dergisi*. 39(1). 169-174.
- Dorman, Serkan. (2010). The Central Role of The Unit of Analysis Concept in Research Design. *Istanbul Universitesi Isletme Fakultesi Dergisi*. 39 (1). 169-174.
- Evans-Pritchard, E. E. (2013). *Social anthropology*. Routledge.
- Füller, H., & Michel, B. (2014). Stop Being a Tourist! New Dynamics of Urban Tourism in Berlin-Kreuzberg. *International Journal of Urban and Regional Research*, 38(4), 1304-1318.
- Grunert, K. G., Hieke, S., & Wills, J. (2014). Sustainability labels on food products: Consumer motivation, understanding and use. *Food policy*, 44, 177-189.
- Gunn, Claire A. (1988). *Tourism Planning*. New York: Taylor and Francis.
- Hidayah, Nurdin (2021). *Pemasaran Destinasi Pariwisata Berkelanjutan di Era Digital: Targeting, Positioning, Branding, Selling, Marketing Mix, Internet Marketing*. Jakarta: Kreasi Cendekia Pustaka.
- Gürel, Emet. (2017). SWOT Analysis. A Theoretical Review. (10).51. 994-1006
- Sulistiyowati, B., & Soekanto, S. (2013). *Sosiologi Suatu Pengantar*. Jakarta: PT. Raja Grafindo Persada.
- Jamal, T., & Dredge, D. (2014). *Tourism and community development issues*. R. Sharpley and D. Telfer, *Tourism and Development. Concepts and Issues, Second Edition*. London: Channel View, 178-204.
- Jamal, T., & Dredge, D. (2014). *Tourism and community development issues*. R. Sharpley and D. Telfer, *Tourism and Development. Concepts and Issues, Second Edition*. London: Channel View, 178-204.

- Jovanović, V., & Manic, E. (2012). Evaluation of Sustainable Rural Tourism Development in Serbia. *Scientific Annals of the Danube Delta Institute*, 18(1), 285 – 294. DOI: 10.7427/DDI.18.19
- Jovicic, D. (2016). Cultural tourism in the context of relations between mass and alternative tourism. *Current Issues in Tourism*, 19(6), 605-612.
- Juliprijanto, W. (2014). Analisis Potensi Sektor Pariwisata Di Kabupaten Magelang. (2). 70 - 85
- Jumlah Kunjungan Wisatawan Ke Kabupaten Magelang Meningkat Pesat. Retrieved from <https://jogja.tribunnews.com/2019/02/t>.
- Kachniewska, M. A. (2015). Tourism development is a determinant of quality of life in rural areas. *Worldwide Hospitality and Tourism Themes*, 7(5), 500-515.
- Lane, B. (2009), Rural Tourism: An Overview, in *The SAGE Handbook of Tourism Studies*, (Ed. Tazim Jamal and Mike Robinson), SAGE Publications, pp. 354-370
- Lee, C. F. (2015). Tourist satisfaction with factory tour experience. *International Journal of Culture, Tourism and Hospitality Research*, 9(3), 261-277.
- Maddison, Ralph & Mhurchu, Cliona Ni. (2009). Global positioning system: a new opportunity in physical activity measurement, (6). 1-8
- Mathew, P. V., & Sreejesh, S. (2017). Impact of responsible tourism on destination sustainability and community quality of life in tourism destinations. *Journal of Hospitality and Tourism Management*, 31, 83-89.
- Memahami Penelitian Kualitatif. Jakarta: Rineka Cipta. Danoedoro, Projo. (Desember,2016). Analisis Spasial Program S2 Penginderaan Jauh [Powerpoint].
- Moghavvemi, S., Woosnam, K. M., Paramanathan, T., Musa, G., & Hamzah, A. (2017). The effect of residents' personality, emotional solidarity, and community commitment on support for tourism development. *Tourism Management*, 63, 242-254.
- Moleong, J. Lexy. 2006. *Metodologi Penelitian Kualitatif*. Edisi Revisi. Bandung: PT. Remaja Rosdakarya
- Muhajir, Noeng. 1996. *Qualitative Research Methodology*. Yogyakarta: Rake Sarasin.
- Mulyana, Deddy. 2005. *Cross-Cultural Business Communication*. Bandung: PT Juvenile Rosdakarya.
- Najdeska, Katerina Angelevska & Rakicevik, Gabriela. (2012). Planning of Sustainable
- Niedziółka, I. (2014). Sustainable tourism development. *Regional formation and development studies*, 8(3), 157-166.
- Nunkoo, R. (2015). Tourism development and trust in local government. *Tourism management*, 46, 623-634.
- O'Brien, D., & Ponting, J. (2013). Sustainable surf tourism: A community-centred approach in Papua New Guinea. *Journal of Sport Management*, 27(2), 158-172.
- Orchiston, C. (2013). Tourism business preparedness, resilience and disaster planning in a region of high seismic risk: The case of the Southern Alps, New Zealand. *Current Issues in Tourism*, 16(5), 477-494.
- Page, S. J. (2014). *Tourism management*. Routledge.
- Pitana, I Gde dan Gayatri, Ni Putu.G. (2007). *Sosiologi Pariwisata*. Yogyakarta: PT Andi O.
- Poerwadar Minta, W.J.S. (1961). *Indonesian General Dictionary*. Jakarta: Balai Pustaka.

- Poerwadarminta, W.J.S. (1961). *Kamus Umum Bahasa Indonesia*. Jakarta: Balai Pustaka.
- Rakhmat, J. (2005). *Psikologi Komunikasi*. Bandung: PT Remaja Rosdakarya.
- Ruhanen, L., & Bowles, L. (2020). Student perspectives of responsible tourism behaviour: The role of tourism education. *Journal of Hospitality & Tourism Education*, 32(4), 255-265.
- Salleh, N. H. M., Idris, S. M., Othman, R., & Suliza, S. (2013). Homestay as Malaysia rural tourism product: Community participation, the impact and potential development. *Advances in Natural and Applied Sciences*, 7(5), 532-542.
- Schafer, R. (2019). *The analytic attitude*. Routledge.
- Sharpley, R. (2014). Host perceptions of tourism: A review of the research. *Tourism management*, 42, 37-49.
- Sharpley, R., & Telfer, D. J. (2015). *Tourism and development: Concepts and issues*. (Richard Sharpley & D. J. Telfer, Eds.) (2nd ed.). Bristol: Channel View Publications.
- Soekanto, Suryono. 1993. *Sociology an Introduction*. Jakarta: Grafindo Persada.
- Spillane, James J. 1994. *Indonesian Tourism: Economic Strategy and Cultural Engineering*. Yogyakarta: Kanisius Publisher.
- Spillane, James J. 1994. *Pariwisata Indonesia: Siasat Ekonomi dan Rekayasa Kebudayaan*. Yogyakarta: Penerbit Kanisius.
- Stimson, J. (2018). *Public opinion in America: Moods, cycles, and swings*. Routledge.
- Stone, M. T., & Nyaupane, G. P. (2018). Protected areas, wildlife-based community tourism and community livelihoods dynamics: Spiraling up and down of community capitals. *Journal of Sustainable Tourism*, 26(2), 307-324.
- Sugiyono. 2011. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: CV Alfabeta.
- The Number of Tourist Visits to Magelang Regency Has Increased Rapidly. Retrieved from <https://jogja.tribunnews.com/2019/02/10/nomorkunjungan-wisatawan-ke-kabupaten-magelang-meningkat-pesat>.
- Van der Zee, E., & Vanneste, D. (2015). Tourism networks unravelled; a review of the literature on networks in tourism management studies. *Tourism Management Perspectives*, 15, 46-56.
- Var, T., & Gunn, C. (2020). *Tourism planning: Basics, concepts, cases*. Routledge.
- Wondirad, A., & Ewnetu, B. (2019). Community participation in tourism development as a tool to foster sustainable land and resource use practices in a national park milieu. *Land use policy*, 88, 104155.
- Xi, J., Wang, X., Kong, Q., & Zhang, N. (2015). Spatial morphology evolution of rural settlements induced by tourism: A comparative study of three villages in Yesanpo tourism area, China. *Journal of Geographical Sciences*, 25, 497-511.
- Xue, L., Kerstetter, D., & Hunt, C. (2017). Tourism development and changing rural identity in China. *Annals of Tourism Research*, 66, 170-182.
- Angelevska-Najdeska, K., & Rakicevik, G. (2012). Planning of Sustainable Tourism Development. *Procedia - Social and Behavioral Sciences*, 44, 210-220. doi:10.1016/j.sbspro.2012.05.02