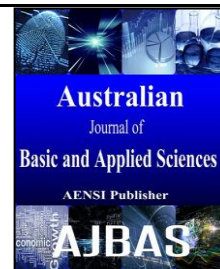




ISSN:1991-8178

Australian Journal of Basic and Applied Sciences

Journal home page: www.ajbasweb.com



Benefits and Society Participation in Marunda and Kampung Luar Batang Region at 12 Tourism Destination Path of North Jakarta Coastal

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ARTICLE INFO

Article history:

Received 3 June 2015

Received in revised form 17 June 2015

Accepted 1 August 2015

Available online 15 October 2015

Keywords:

Hospitality Management, Benefits, Participation, Marunda, Kampung Luar Batang.

ABSTRACT

There is a few theory to explain the relationship of benefits and participation on study object of tourism development program at coastal. This study objective is to understand meaning of benefits and communities participation in North Jakarta coastal. A qualitative approach with a phenomenological approach is used. Information source of 19 informants are consist of society leaders, government and society. This study found 3 models. Model 1: benefits received by society are consists of economic; social, religious and educational benefits. (2) Model 2: Society participation is shaped by economic, social, religious, cultural and development environment participation. (3) BS Model: society participation increases when tourism development programs increase the public benefit.

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To Cite This Article: Bambang Sugiyono, Djumilah Hadiwidjojo, Armanu and Solimun., Benefits and Society Participation in Marunda and Kampung Luar Batang Region at 12 Tourism Destination Path of North Jakarta Coastal. *Aust. J. Basic & Appl. Sci.*, 9(27): 696-703, 2015

INTRODUCTION

Tourism sector in a regional has benefits and important role in global era. Countries in the world have been widely recognize the benefits of tourism sector and making it as important areas in addition to other fields (Muljadi, 2010). Indonesian tourism sectors were proved able to withstand pressure of global crises storm. Program of Visit Indonesia Year 2014 manages tourism sector to capture and bring foreign tourists of 6.5 million people with foreign exchange earnings of USD 7.5 million. Program of Indonesia Tourism Award recognizes and appreciates those who excel to simultaneously support all tourism industry, directly or indirectly. Program of Indonesia Tourism Award involves local leaders, bureaucracy, and businessman to support the tourism industry as airlines, hotels, restaurants, transportation, and so forth.

Tourism development in North Jakarta has a unique character compared to other municipalities in Jakarta. This is the only area of Jakarta located at 35 kilometers along the coastal line. It has very strategic position and become one of entrance gate to Jakarta (Djawahir, 2010). North Jakarta becomes storefront of Jakarta because it is gateway of Jakarta city (Coastal Tourism, 2010). North Jakarta Administration continues to develop tourism

potential, especially coastal tourism in its broadest sense, to make the coastal area becomes one of tourism destination because the tourism sector has potential economic.

Coastal tourism includes sea travel, culture, history, spiritual/religious, culinary, nautical sports and various unique tourism potential and keep the charm and attractiveness of maritime tourist attraction. Many program are being conducted intensively by North Jakarta Administration to empower and mobilize citizen's economy. It is realized through program of 12 Tourism Destination Path of North Jakarta Coastal. It is managed by government, public and private sectors. They include 1) Wildlife Sanctuary of Muara Angke, 2) Fishing centers of Muara Angke, 3) Sunda Kelapa Area, 4) Kampung Luar Batang, 5) Shopping Center Grocery at Mangga Dua Morning Market, 6) Dream Park of Jaya Ancol, 7) Jaya Ancol Ark, 8) Tanjung Priok Station, 9) Jakarta Islamic Centre, 10) Tugu Village, 11) Marunda Village, 12) Shopping Center and Culinary Center of Kelapa Gading.

Tourism development success in North Jakarta is a result of cooperation between central government agencies, local and private institutions with society support. Society is a group of people in same geographic region and utilizes local natural resources around them. Participation means to take part.

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Participation is a form of consciousness and spontaneous engagement accompanied by responsibilities on interest groups to achieve common goals (Santoso Sastropoetro, 1986).

Society participation as a two-way communication process is running continuously to improve the public understanding of full activity process, where the problems and environment needs is being analyzed by competent authority (Hilmawan, 2010). Society participation is a tool to design a tourism development with aims to give benefits to indigenous/native (Tosun, 2005). Main perpetrators of tourism development are local communities/indigenous. In other words, society participation as a tourism development strategy is based on society resources, needs and decisions. Society participation is high when the society around tourism spot has an active role for tourism development.

Participation allows the society, people or citizens to do various activities at different levels, whether local, regional, and national levels. Society participations are different, either manipulative, coercive or induced participation), participation is passive (passive participation), as well as participation Spontaneous (spontaneous participation) (Tosun, 2006),

The importance of society participation in tourism is based on assumption that participation can improve the success of tourism development program because of their interest to take part in planning, implementation, and utilization the results. Moreover, participation can educate and improve people's skills and develop a sense of belonging. Participation also realize autonomy, develop organizational and integrity between the members and group (Noble, 2001; Woodley, 1993; Tosun, 2006; Subhadra, 2006),

Madiun (2010) reveal that tourism development through programs launched by government needs support from various parties, both public, stakeholders, and other elements. Society support for tourism development will ultimately provide benefits to society.

Ying and Zhou (2007) compare the tourism development at Xidi and Hongcun in China. These two areas of cultural tourism destination are the most famous in China. Although these nearby village has a lot of similarities in terms of tourist attractions, but there are differences in terms of socio-economic, cultural and natural conditions for tourism development. Inspiration of society participation in tourism development makes Xidi more successful than Hongcun.

Tourism academics have obtained a consensus view that more active society involvement in tourism development process will generate more development conducive of sustainable tourism at local communities (Briedenhann & Wickens, 2004; Haywood, 1988; Murphy, 1983). Relationships have

been built by researchers about the level of society involvement and success of tourism development (Hall, 1994; Mason & Cheyne, 2000; Simmons, 1994; Tosun, 1998).

The notion of public participation in process of tourism development is not ready to be applied to tourist destinations (Din, 1997) due to operational constraints, structural and cultural with principles of participatory in many developing countries (Timothy, 1999; Tosun, 2000). Several cases of society involvement at tourism in developing countries (McIntyre, Hetherington, & Inskeep, 1993) are said as manipulative, passive or pseudo participation (Mowforth & Munt, 1998, p. 242; Tosun, 2000).

Society participation in tourism can be seen from two dimensions, decision-making process and benefits of tourism development. Participation generally refers to empowerment of local population to determine the expectations of tourism (McIntosh and Goeldner, 1986; Timothy, 1999), while the other is usually manifested by an increase in income, employment, and local's education (Brohman, 1996; Echter, 1995; Pearce, Moscardo & Ross, 1996). Until now, most of relevant research is primarily focused on public participation in decision-making, particularly the planning process (Gunn, 1994; Inskeep, 1991; Lewis, 1998; Marcouiller, 1997; Murphy, 1985), and a number models that have been constructed (Reid, Mair, & George, 2004). But little attention has been directed to the relationship between the two dimensions, society participation in tourism and benefit of tourism development.

This is particularly important when a participatory approach should be applied in developing countries. Most research concentrated on argument that public does not seem to be well prepared for a participatory approach in decision making of tourism development in developing countries, (Timothy, 1999).

Ying and Zhou (2007) revealed that until today, most research in China still convey the concept of western learning and speaking related to society participation in tourism. Based on previous studies, there is little research on society participation and society benefit in coastal tourism development.

This study focus on a description of how the benefits and participation in coastal tourism development in North Jakarta (Phenomenology Method at Marunda and Kampung Luar Batang).

Aref (2009) says that today there is a problem in tourism industry, such as the lack of tourism organizations and at least the foundation for tourism industry. This happens because low ability around tourism industry is not well developed. According to Smith in Aref (2009), a solution to solve the tourism problem is to increase the society participation in relation to tourism.

Tourism in developed and developing country generally managed by private sector, outside the

region and even abroad with large venture capital. Local communities at tourism destination area cannot involved directly in tourism activities. Local communities marginalization in tourism activities often lead to opinion that local communities is not included as stakeholders of tourism and marginalized groups in tourism industry.

This research gaps relate to benefits and society participation in tourism development. They are (1) there is no description result of previous studies about benefit of a multi-ethnic society in development of coastal tourism as cultural heritage and religious tourism; (2) there is no study result relates to society participation in planning, implementation, and evaluation of coastal tourism travel development of cultural heritage and religious tourism. This study aims is to understand: (1) the meaning of benefit received by public from coastal tourism in North Jakarta; (2) the meaning of society participation in activities of coastal tourism in North Jakarta

Research Methods:

To understand socio-cultural context of human beings live, qualitative research methods used to achieve the objectives of this study. Benefits of qualitative research are to allows a researcher to see and understand in context of actions and decisions making, and why someone would do this. Qualitative research is the best methods to explore people's motivation, their reasons, their attitudes, beliefs and actions of their context deeply, (Myers, 2009: 6; Bogdan & Biklen, 2003). A phenomenology research focuses on integrity by analyzing the phenomenon from all sides and perspective with aim is to articulate essence of informants experience (Moustakas, 1994).

The study location is North Jakarta. It is based on consideration that North Jakarta Coastal has 12 Tourism Destination Path of Coastal. From 12 Tourism Destination Path of North Jakarta Coastal, Marunda and Kampung Luar Batang are chosen as research locations.

Marunda region as a tourist area is managed by Government of North Jakarta. It has cultural heritages of Al Alam Mosque and Pitung house (historical tour) with Betawi architecture style. Kampung Luar Batang is managed by communities where there are Sacred Mosque and Tomb of Luar Batang (religious tourism). This tourist area is located in a dense population of city area with different regions and ethnic groups.

Research informants are people who are involved in participation of tourism development in North Jakarta, society leaders, managers, and government officials and located in Marunda and Kampung Luar Batang in North Jakarta. Study informants are 19 people who live in areas that receive direct or indirect effects and benefit of tourism activity as government program in North

Jakarta coastal.

Data Analysis Methods:

There are three general steps to analyze data (Creswell, 2007). Step one organizes and prepares the data for analysis. Step two read the entire data. Step three start the process of coding, it consist of eight processes as follows: (a) looking for definition; (b) looking for important words of each document (statement); (c) making a list of some important words; (d) abbreviating the important code or word and write the next statement; (e) the most important word is filtered in according to topic and then entered to category; (f) making final decision from abbreviations of each category and then sorted alphabetically; (g) classifying the input data in each category into one place; (h) re-coding for checking. Step four use the coding process to generate the analysis descriptions.

Data Validity:

Criteria of validity and reliability for qualitative research are transferability relevance, credibility/trustworthiness, Authenticity/Conformability, and Dependability (Daymon and Holloway, 2007; Shenton, 2004).

Research result:

Important information obtained from informants is described to produce benefits for society of Marudan and Kampung Luar Batang for their participation. Benefits received by Marunda and Kampung Luar Batang and for their participation in cultural heritage tourism development in Marunda and religious tourism of Kampung Luar Batang are described trough meaning, themes and proposition.

The meanings of Important Information from the Benefit of 12 Tourism Destination Path of North Jakarta Coastal:

Description of important statement by communities around the coastal tourism area in particular Marunda and Kampung Luar Batang explains the benefits of tourism development. These were grouped in 28 meanings and four themes, presented in Table 1 below and figure 1 below.

This model explains the benefit received by Marunda and Kampung Luar Batang society as a result the program of 12 Tourism Destination Path of North Jakarta Coastal based on (1) economy; (2) social; (3) religion, and (4) education.

(1) Economics is a benefits theme, having important meanings, namely: (1.1) Entrepreneur; (1.2) Employment; (1.3) Income; (1.4) Business Opportunities; (1.5) Selling Food; (1.6) Banking institution; (1.7) Income; and (1.8) Macro Economy (2) Social is a benefits theme, having important meanings, namely: (2.1) Public Facilities; (2.2) Dissemination of Information; (2.3) Social Work; (2.4) Social Work Motivation; (2.5) Social Facilities;

(2.6) Region More Life, More busy; (2.7) busy Travelers; and (2.8) Social Function.
 (3) Education is a benefits theme, have important meanings, namely: (3.1) Increasing Education; (3.2) Culture; (3.3) Meaning of Religious Education; and (3.4) Scientific Paper.

(4) Religion is benefits theme, having important meanings, namely: (4.1) Spiritual; (4.2) Soul Calmness; (4.3) Faith strength; (4.4) Worship and Trading; (4.5) Propagation; (4.6) Being Religious Tourism destination; (4.7); and (4.8) Morality.

Table 1: Meaning and themes of Benefit Important Information for Marunda and Kampung Luar Batang Society.

No Inf	Meaning	Theme
2.2	Entrepreneurship; employment; income; business opportunities	Economy
1.6	Selling food	
1.5	Banking institutions	
1.7	Increasing revenues	
2.1	Macro economy	
1.2	Public Facilities, Dissemination of Social Information	Social
2.6	Social work, social work motivation	
2.1	Social facilities	
1.6	Better live area, more merry, full of tourist	
1.4	Social function	
2.5	Increasing education, culture	Education
2.1	Religious education infrastructure	
1.3	Scientific papers	Religion
2.5	Spiritual	
2.1	Soul calmness; Faith Strength; Worship and Trading	
1.1	Propagation	
1.6	Being a religious tourism destination	
2.6	Mosque become Worship Center; Morality	

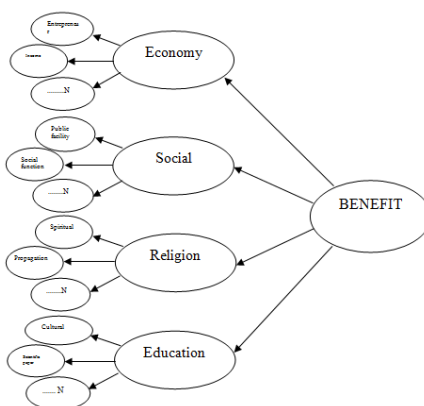


Fig. 1: Public Benefits Model of Marunda and Kampung Luar Batang Tourism Area.

Meaning of Important Information as society participation theme at 12 Tourism Destination Path of North Jakarta Coastal:

There are 18 meaning of important information as society participation theme at 12 tourism destination path of North Jakarta coastal. These are grouped into 5 themes as shown in Table 2 and research model as shown in Figure 2 below.

This model explains that society participation at 12 Tourism Destination Path of North Jakarta Coastal was formed by five themes, namely: (1) economy; (2) social; (3) religion, (4) culture; and (5) environment development.

(1) The economic theme is formed by a set of meanings, namely: (1.1) Tourism development; (1.2) Culture Promotion; (1.3) Selling food; (1.4) Income; (1.5) Tourism Development of religion; (1.6) Creative Economy; (1.7) Selling Souvenirs; (1.8)

Tourism Services; and (1.9) Involvement in Tourism Activities.

(2) The social theme is formed by a set of meanings, namely: (2.1) Support; (2.2) Socialization of planning; (2.3) Proposing Activities (Proposal); (2.4) Evaluation; (2.5) Awareness on Duties and Obligations; (2.6) Society Involvement in spontaneous Activity Participation; (2.7) Organized Participation; (2.8) Enliven the Activity; (2.9) Organizing; (2.10) Deliberation; (2.11) Socialization of Modern Management; (2.12) Socialization of Tourism Development Program; and (2.13) Donations.

(3) The religion theme is formed by a meaning, namely: (3.1) donation.

(4) The culture theme is formed by a set of meanings, namely: (4.1) cultural preservation; (4.2) culture development; and (4.3) nation's history.

(5) The development environment theme is formed by a set of meanings, namely: (5.1) Management of Infrastructures; (5.2) Development and maintenance; (5.3) Environmental Planning; (5.4) Beautify the Environment; (5.5) Maintaining Safety and

Environmental Hygiene; (5.6) Planting mangroves; (5.7) Physical Building; and (5.8) Maintaining and Caring.

Table 2: Meaning of Important Information as society participation theme at Marunda and Kampung Luar Batang.

NO INF	MEANING	THEME
3.7	Tourism development	Economy
3.2	Culture promotion	
3.2	Selling food	
3.3	Increasing Revenues; religion Tourism Development	
3.8	Creative economy; selling souvenirs	
3.2	Tourism services	
3.10	Involvement in Tourism Activities	
3.6	Infrastructure management	Environment development
1.7	Development and maintenance	
3.2	Environmental restructuring	
3.3	Beautify the Environment	
3.8	Maintaining Safety and Environmental Hygiene	
1.3	Planting mangroves	
1.4	Physical building	
3.11	Keeping and Caring	Social
1.7	Supporting	
3.4	Socialization of planning	
3.15	Proposing activities (Proposal)	
3.12	Evaluation	
3.6	Awareness on Duties and Obligations	
3.8	Society Involvement in spontaneous Activity Participation	
	Society Involvement in spontaneous Activity Participation	
	Organized participation	
3.2	Enliven the Activity	
3.8	Organizing	
3.6	Deliberation	
3.14	Socialization of Modern Management	
3.4	Socialization of Tourism Development Program	
3.4	Thinking contribution	Culture
3.3	Culture preservation	
3.5	Culture development	
3.11	Nation history	Religion
3.3	Charity	

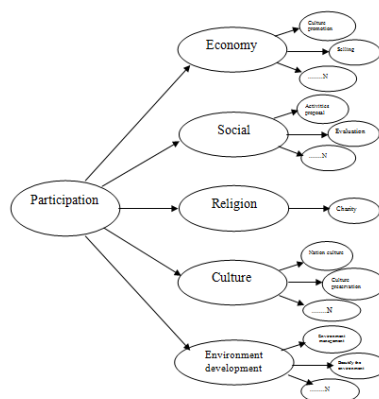


Fig. 2: Model of Society Participation at 12 Tourism Destination Paths of North Jakarta Coastal.

Research Proposition the Relationship between Benefits and Program Participation at 12 Tourism Destination Path of North Jakarta Coastal can be proposed in model below.

This research proposition explains that there is a positive relationship between the benefits and society

participation in Marunda and Kampung Luar Batang on implementation of 12 Tourism Destination Path of North Jakarta Coastal.

This proposition explains that benefit received by Marunda and Kampung Luar Batang society as a result of 12 Tourism Destination Path of North

Jakarta Coastal can increase Marunda and Kampung Luar Batang society participation. The benefit has been created by themes of economic, social,

religious, and education. The participation is created by themes of economic, social, religious, cultural, and environmental development.

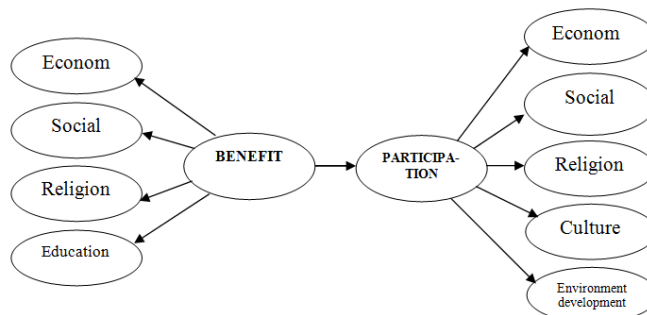


Fig. 3: BS Model for Benefits and Public Participation at 12 Tourism Destination Paths of North Jakarta Coastal.

Discussion:

Benefits Received by Marunda and Kampung Luar Batang society for implementation of 12 Tourism Destination Path of North Jakarta Coastal:

Model of benefits received by society at 12 Tourism Destination Path of North Jakarta Coastal are Economy, Social, Religious and Education. (Figure: 1)

This theoretical model has been confronted framework of Meyer (2007) who provides four opportunities in relation with accommodation providers who can share with society around the tourism object to give benefit to local society members in form of employment, sourcing and procurement, society potential development in form of small and medium enterprises, outsourcing, and other types of partnership.

Public participation of Marunda and Kampung Luar Batang for implementation of 12 Tourism Destination Path of North Jakarta Coastal:

Model of participation model at 12 Tourism Destination Path of North Jakarta Coastal are consist of Economics; Social Religion; Culture; Environment and Development. (Figure: 2)

Society participation in 12 Tourism Destination Path of North Jakarta Coastal have confronted opinion of Hilmawan (2010) that public participation is a two-way process of sustainable participation to increase society understanding on a process activity. These findings do not entirely consistent with concept of participation by Tosun (2005), especially manipulative participation and coercive participation.

Proposition confirmation as research findings with theory:

Proposition as this study findings is the relationship benefits to society participation at Marunda and Kampung Luar Batang society for implementation of 12 Tourism Destination Path of

North Jakarta Coastal. It has been described in terms of relationship model (Figure 3) and the explanation.

This study results has title of Benefits and Public Participation in Marunda and Kampung Luar Batang society for 12 Tourism Destination Path of North Jakarta Coastal to contribute to development of tourism Industry Management Sciences. Tourism is created by (1) the benefits gained by people who live tourism destination and (2) the tourism program has involved the society to participate. This theoretical findings improve the opinion of Subhadra (2006), Budeanu (2005), Bursan (2006), Hitchcock and Son (2007), Meyer (2007), Davis (1995), Hamijaya (2010), Noble (2001), Woodly (1993), Cohen and Uphoff (Dilimunte, 2007).

Research Contributions for Science Developments (Theory Contributions):

This study has title of Benefits and Public Participation in Marunda and Kampung Luar Batang society for 12 Tourism Destination Path of North Jakarta Coastal. It contributes to development of Hospitality Management Sciences. Tourism development will successful when:

- 1) the tourism programs are able to provide benefits to society in tourist areas;
- 2) tourism programs has involved the public to participate;
- 3) the benefit received by public is capable to create economic, social, religious and education benefits;
- 4) Society participations create social; religious; cultural; and development environment participation.

This theoretical findings improve the opinion of Subhadra (2006), Budeanu (2005), Bursan (2006), Hitchcock and Son (2007), Meyer (2007), Davis (1995), Hamijaya (2010), Noble (2001), Woodly (1993), Cohen and Uphoff (Dilimunte, 2007).

Research limitations:

Internal environment development, especially in North Jakarta due to urbanization to population growth and a proactive strategy of North Jakarta city government, create benefits for society and society participation changed, so that this study development will evolve rapidly.

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