

SUBURBAN DEVELOPMENT INITIATIVE THROUGH DEVELOPMENT OF NATURAL TOURISM POTENTIAL

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ABSTRACT

The village has been categorized as a suburb. Therefore, rural development for the villages was not the focal point. Village conditions increasingly lagged behind urban areas, although the villages generally have natural resources and social potential as development capital. Decentralization, development of information technology, means of transportation, the government's efforts to build on rural area, as well as tourism as a driver of the economy, make the villages begin to empower themselves. Kampung Mangarang, Sumberarum Village, District Songgon, in Banyuwangi is developing natural tourist destinations called "Telunjuk Raung". It is located in the area of "Tirta Harapan Plantations" on the slopes of Mount Raung. Through the community initiatives, the potential of natural tourism was developed to finance the development in the area. The plantation gives management rights to the community to manage the tourism destination until targeted development fund requirements are met. The community manages the site voluntarily, while infrastructure and tourism facilities provided by the plantation. The income resulted from the activities become the source of fund to finance the development and empowerment in the area. Why and how this community development initiative carried out is the focus in this study. Appraisal method used here is descriptive qualitative. Observation and in-depth interviews conducted with the stakeholders. It was concluded that this model of cooperation occurs because both parties have complementary interests. Yet this model is still in early stages and is still in process. If this development model is successful, it can be used as an alternative model development of the rural areas, which is often neglected by the central government policy as in many cases are urban-bias.

Keywords: Natural tourism potential, community initiative, alternative development model, sub-urban area, public-private collaboration.

1. Background

Development, as stated by Todaro et.al. (2000), is essentially an effort to improve the lives and well-being of society and the nation in order to achieve a better standard of living. In this sense, there are elements that require action plan in order to deliver the expected results. In the process, the development also involves individuals and communities as part of a nation because humans are actors that are the subject of the development process. Aside from being a subject or actors, they also become the object or target of development. Therefore development can be interpreted as an effort to promote human or society as well as a nation by the people or the nation itself. The result of development can be seen from the increased quality of life both as individuals and as a group, as a community and as well as the nation.

Regarding which areas that are built, it covers all aspects of individual life or public, material and spiritual, physical and non-physical. Physical development related to infrastructures while non-physical development associated with efforts to make the quality of human life better and happier. The development should also include all levels of society, the upper, middle, and lower classes. Then, from

the aspect of the region, should also include community development not only in urban centers but also the people in the remote villages, including villages which general condition are underdeveloped compared to those in urban centers. Upon this realization, the government tried to change the development paradigm, by starting the development from the remote area, as outlined in the program Nawacita, by the government of President Joko Widodo.

In a democratic society, development must also comply with the principles of democracy, which is derived from the people, by the people and for the people. This means that development initiatives comes from the people, carried out by the people themselves, and is intended for the people anyway. Thus the development is 'bottom-up', came from the community and is not determined by the ruling elite or top-down. This philosophy is not difficult to understand because, as discussed above, that development is essentially an effort to change people's lives for the better and more prosperous. Speaking of the most underdevelop community, in general, is located far from city centers or centers of government. They are often referred to as the fringes of society or who live far from urban centers. Those are the area people that should be given priority because the lack of development will impact their quality of life.

The reality that is happening right now is very different compared to the expectations above. Development that takes place in many cases actually felt full of bias. From the side of the actors, as the subject of the development, at this moment is more dominated by the state and not by society as desired. Then from the regions aspects, development has been done more in cities or crowded centers than in remote regions and suburban areas. The remote areas are more in need of infrastructure basic human needs, ranging from roads, housing, schools, sanitation etc. The Economic law applies in this case where the owners of capital have preferred the cities whose population is denser and has a purchasing power.

Remote villages and rural communities, regarded as less developed and less capital so the purchasing power is also low. Therefore, it does not need to build facilities because the demand for it is considered low. The private company was not interested in supplying goods and services to rural areas due to no demand and purchasing power. Remote village and also rural communities thus receive fewer development priorities. As a result, to fix it, it's like the well-known dilemma 'which one first, the egg or chicken', leaving the village getting left behind and the city continues to experience development. Pockets of poverty mostly exist in rural areas, as well as under development in terms of education, and others, all of that is becoming the main feature of rural communities or suburban.

Whether by chance or it has become a natural law, the progress in major cities also followed by the development of information and communication technology and transportation. This progress is encouraging progress not only in the urban community significantly but also later in the community in the village. Budiman (1995) mentions these symptoms as a spillover of the progress of development in the city. The rapid discovery in the field of information technology is happening also according to Naisbitt (2000) led to an increasingly global world. Thus globalization not only in the central regions or cities that are progressing but also the remote villages and the suburbs because of the overflow of information technology and economic progress in these urban areas. Progress in the city has caused population density in the city who then use their spare time to be able to go to villages to release stress. They do tours by seeking beautiful nature atmosphere in villages. This is where the law of supply and demand meet, where city residents still need the nature atmosphere while the villages and rural communities provide the natural beauty of nature.

Kampung Mangaran, in Banyuwangi, is one of the villages that have the waterfalls called "Telunjuk

Raung". The local community made the waterfall as a new tourist destination. This waterfall is located on the slopes or foothills of Raung Mountain that has a height of 3.332 m. These areas include a privately owned plantation area of PT. Bayu Kidul. "Telunjuk Raung" is actually not the only waterfall in the plantation area. But this particular waterfall is considered to have advantages in terms of beauty compared to two other waterfalls. The beauty especially with the cave that emits cold water and also it's waterfall forms that similar to the hand that was pointing to one direction.

The beauty of "Telunjuk Raung" it is not what makes it interesting but why and how the private plantation company PT. Bayu Kidul gives the right to manage the waterfall to the Mangaran people to be commercialized. Commercialization of farm assets is done by people Mangaran voluntarily and the results are used as a source to financing the development in Mangaran village. Why is the cooperation between the private plantation, that usually profit-oriented, with the villagers can take place in the development of tourist destinations, where revenue is given to the public to finance the construction?

2. Objectives and Benefits

This study aims to reveal the motivation of cooperation between the private plantation company, PT. Bayu Kidul with Kampung Mangaran communities to make the waterfall "Telunjuk Raung" as a tourism destination whose income is then used as a source for development in kampung Mangaran. The benefits of this study are to obtain lessons or learn from a form of cooperation between the private with the public, which can be called innovation in order to answer the needs of rural development funding through the development of tourist destinations.

3. Literature Review

The theoretical frame will begin with the presentation of prior studies that are done before and then continued with the presentation of the theories associated with other forms of cooperation between public and private and also with the theories related to the community-based tourism development, as happened in Kampung Mangaran.

3.1.1. Prior studies

Indrianto et.al (2013) in a study entitled "CSR in Tourism Village Jambangan" mentions that public participation in the development of tourism has increased. Society as the host, as the owner of the area, as cultural actors, tend to maintain the preservation of nature and culture so that it won't be destroyed by the development. More is said by Suwanto (1997) that the public participation would be optimal if they have the motivation, willingness, the ability and the opportunity.

Not much different from the above study is a study conducted by Oktadiyani et.al (2015) with the title "Natural Tourism Development Strategy in Wera Natural Park". The study mentioned that a sustainable development of tourism area required synergies between multiple stakeholders and also need the handling and management of potential resources as well. Further, Darmawan (2001), then Oktadiyani et.al (2013), as well as Weiler and Laing (2009), said that the involvement of stakeholders or community groups in the development of tourism will form a social network that becomes a social capital in supporting the success and sustainability of ecotourism development.

Meanwhile, studies by Hidayat (2011) entitled "Strategic Planning and Development Heritage,

case studies Pangandaran, Ciamis, West Java Kabupaten" mentioned that the tourism policy tried to provide quality experiences to visitors and provide benefits to the stakeholders of the tourist destinations. This means the development of tourism destinations is not compromised by environmental degradation and social and cultural. This thinking is in line with the idea of Clarke and Godfrey (2000), they found that realistic goals and objectives remain at the core of successful tourism development. Successful tourism step is said to be related to the question of what action, done by whom, where, and how, everything should be clear.

Studies conducted by Putra (2013), on the other hand, highlights a partnership in the management of tourism attractions. The study was conducted at the Pampangan Tourism Village, Samarinda. It is said that the model of partnerships between government and the community, in this case, is regarded as false. The partnership pattern that occurs more likely in a form of support which includes grants for the physical needs, for poverty alleviation programs, as well as revolving fund assistance. Tourism destination management giving less room for freedom to the community in conducting cultural activities in addition to its minimum organizational skills. The study thus recommends the role of the private sector, the involvement of agencies such as the reformer of the academics, the expanded role of the communities, as well as the activation of village cooperative as a tool managing community activities in this tourism destination.

3.1.2. Theoretical Framework

Theory of community-based development has been known for a long time, but the link between the theory and the development of tourism will be able to reaffirm the importance of giving the community a role in development. First, we need to understand the definition of community. As stated by Salazar (2011), the community is a term that is not easily defined and more widely used not only to indicate the locality but is also used to refer to the network or connection. Mattessich and Monsey (2004), on the other hand, called the community as people who are living in one area, have a social and psychological bond with one another as well as with the area they occupy.

Both experts also cite the definition made by the National Research Council (1975) which states that the community is a grouping of residents who lives near to one another and are united by common interests and help each other. Related to that, Mann (2000) quotes the Community Tourism Guide, describes the community as a mutually supportive, geographically specific, social unit sort of village, tribe, village, where residents identify themselves as members of the community and where typically there are a number of patterns in the group decision-making process.

Based on the definition of the community, then the community-based development according to Green and Haines (2002) is a planned effort to produce assets that can increase the capacity of the population to improve the quality of life. From this, it seems the concept of community-based tourism development began to gain ground. As stated by George et.al (2007), he emphasized the importance of the use of community-based development theory in the field of tourism and he believed that this theory can be a solution in encouraging synergy between government, private, and community in the development, especially the development of rural communities.

George et.al (2007) says that the development of community-based tourism is a good strategy for the tourism planners to mobilize the community to participate in extending the scope of industrial development that has marginalized their role. In line with that, the experts also agree that this community-based tourism development also eliminating the old perception that tourism as an

exploitation of natural resources where only the wealthy are able to make profits. Through this strategy, the public is more aware of the value of the assets of their community, whether it be culture, local values, lifestyle, and food which is then converted into revenue and visitors get more diverse and rewarding experience.

The community can own and manage their own tourism attraction to provide awareness to the visitors of the importance of protecting the natural environment and learn about the local people and their way of life. Further, George et.al. (2007) said that community-based tourism development can provide extensive benefits to the community in job creation, poverty reduction, community capacity building, and of course also the mobilization of funds that can be used to finance the construction of facilities and infrastructure required by local communities. In addition to providing economic benefits, the community-based tourism development model also will provide benefits in the form of public involvement in decision making.

Specifically, TPDCO (2005) mentions the characteristics of the community-based tourism development. These characteristics include: (1) A profitable and sustainable activity to the environment, while providing added value by providing experience to local residents and to visitors; (2) involving the local community and provide the benefits of social and economic aspects; (3) aims to meet the needs of visitors without harming the public interest; (4) driven by market demand and have high standards and sustainable; (5) private entrepreneurs, the community, or community organizations can do it; (6) It must be operated in a good business structure in line with government regulations, financial obligations, a good working relationship and a good management system as well.

The same opinion was delivered by Suansri (2003), the community-based tourism development must take sustainability aspects of the natural environment, social and cultural rights into account. This concept is a means of community development and conservation of the natural environment at the same time. He even mentions the ten conditions that form the basis of tourism destinations development in order to be sustainable. The conditions are supporting community ownership, includes community members in the industry of tourism, maintaining environmental sustainability, maintain the uniqueness of the community, respect for cultural differences and human dignity, distribute benefits equally to the community members, be part of the decision-making especially in determining the percentage of revenue in the tourism projects.

Further Suansri (2003) also mentions a number of major aspects of tourism development, community-based he detailed into five dimensions: (1) economic dimension with the main indicators of the availability of community development funds, job creation in tourism sector, the public revenue from tourism sector; (2) the social dimension with the main indicators of improved quality of life, increase in community pride, proportional division of roles equally based on gender, age, in the strengthening of community organizations; (3) The cultural dimension with its main indicator in the form of encouragement to the people to respect the differences in culture, fosters cultural exchange; (4) the environmental dimension with the main indicator is protecting the tourist area environment by regulating waste disposal and increasing awareness about the importance of environmental conservation; (5) political dimension with its main indicator is the increased participation of local people, a stronger power of a community, and the guarantee of the rights in natural resource management.

What about the cooperation between business entities (private) and public (public)? This pattern can not be separated from the development of organization theory. According to Budiardjo (2011), it can be traced even to the Elton Mayo research results in 1920-1930 which reinforced views

of the organization as living organisms (living organism). Further, he said that this view is widely followed by supporters of the open systems approach as introduced by Von Bertalanffy in the 1950s, who believed that organization's environment is influencing performance. The approach that views organization as an open system reckoned the importance of customization and maintenance of organizational environment especially related to social environment (community) as well as the vicinity of its stakeholders.

The company's concern about the development of the community, in a form of voluntarily assistance or cooperation with the community, is the manifestation of the importance of environmental factors on the development and performance of the organization. The form of awareness and cooperation with the public can take a variety of models, ranging from the charity, ad-hoc, instantaneous needs of the community up to other forms of cooperation that are more comprehensive and sustainable so that people can be independent as desired by the model of corporate social responsibility (CSR). Community-based Development, Community-based Tourism and Corporate Social Responsibility thus reinforce each other in supporting the development of rural communities. Similarly, community-based tourism development is an integral part of the organization as an open system view of the above.

The emergence of community-based tourism development concept itself can not be separated from concerns of the experts associated with the industrial tourist destinations. In the industrial tourist destinations, the local community does not benefit from the exploitation of nature and even the exploitation of culture. The concept of community-based tourism development gives local communities more opportunity to participate and manage their tourism development so they can get the economic and social benefit. The community-based development, community-based tourism development, and corporate social responsibility can thus become an alternative financing source for the development of rural communities that usually get less priority.

4. Research methods

This study was researched using qualitative research strategies and with data and information collection methods through in-depth interviews with stakeholders in Mangaran and plantation villages as well as stakeholders at tourism sites. The informant consisted of the representatives of the managers of tourist destinations both from Kampung Mangaran and the informants from the plantation. Data analysis was done by using analytical descriptive method between facts in the field with existing theory.

The focus of this research is tourist destinations 'Telunjuk Raung' waterfall located in the area of private plantation PT Bayu Kidul. This plantation belongs to PT Tirta Harapan, geographically located in the area of Sumber Arum Village, Songgon District, Banyuwangi Regency.

5. Private-Community Relations to Build Suburbs

Called 'Telunjuk ' because it looks like a finger pointing in one direction. While the word 'Raung' is the name of the mountain, so this waterfall is at the foot of Mount Raung. Some people even add the word "Dewa (god)" between the words 'Telunjuk" and "Raung" so it becomes "Telunjuk Dewa Raung". The word god is added because it is considered by the local community that this waterfall has a mystical because the water comes from the foot of Mount Raung which often erupted.

The site of 'Telunjuk Raung' can be accessed from the city of Banyuwangi by motor vehicle or by road. It is about 45 km from the city or an hour and a half ride. Meanwhile, Sumber Arum Village where this waterfall is located was formed in 1975, as the result of the expansion of the region from the parent village of Sragi Village. Sumber Arum Village was then administratively endorsed as a village on 3 March 1997 by the Governor of East Java Province at that time.

Geographically, Sumber Arum Village is located in the highlands and partly in the lowlands. Distance The center of the village district Songgon approximately 8 km with an area of approximately 9,000 ha. Sumber Arum consists of seven Kampung or villages, namely: Pasar, Krajan, Sumber Arum, Mangaran, Kampung Anyar, Bejong, and Lider. The population of the village of Sumber Arum of 6,867 inhabitants, consisting of 3,701 people male and 3,166 female inhabitants. Kampung Mangaran itself of approximately populated by 300 people.

Not unlike the parent village, Kampung Mangaran is geographically located in PT. Bayu Kidul plantation area. The environment is beautiful and to go to the waterfall, visitors must pass through a sugar cane plantation. PT. Bayu Kidul plantation is owned by PT. Tirta Harapan, the company is actually planning to transform itself into agro-tourism destination. Sunarsis, the plantation administrator confirming the information but he said it still took about three years to be able to realize that plan. According to Sunarsis, the Local Government supports the agro-tourism plan. For now, the plantation is starting to grow various types plants of such as 'durian merah' (red durian, a durian variety that grows only in Banyuwangi) and cappuccino durian. They also grow another type of fruits such as crystal guava, mangosteen, and tangerine. Overall, PT. Bayu Kidul plantation area is about 1,600 ha where most of the region planted cloves (634,26 ha), coffee (394,46 ha), sugar cane (135,94 ha), other plants (189,51 hectares).

The interesting part is how PT. Bayu Kidul plantation that is owned by a private company can assign the management (temporarily) of 'Telunjuk Raung' waterfall in their area to the people of Kampung Mangaran. Rizal, the leader of a mosque built in kampung Mangaran, the cooperation can actually be traced back to 1997 when Sunarsis who is now the administrator of the estate is still served as Head of Department.

At that time, according to Rizal, Sunarsis along with scholars from Mangaran agreed to build a mosque for the community Mangaran. The Telunjuk Raung waterfall is also part of the deal they are talking about, that it will be managed by the community so the money could be used for community empowerment, including funding the construction of mosques. The Telunjuk Raung waterfall launched to the public in February 2016, although many local people have visited this location long before the launching.

Although the discussion about Telunjuk Raung waterfall was mentioned about 20 years earlier, but it only is realized in February 2016 when the community of Kampung Mangaran intends to build a place of worship (Mosque). The people of kampung Mangaran were faced with the fact that they did not have the funds to finance the mosque's construction plan. According to Dian, who later became treasurer of the Telunjuk Raung tourist destination, a number of funds needed for the construction of this mosque are around 300 million rupiahs, a considerable amount for the community. They do not want to ask for donations from the locals because it will be a heavy burden for them.

The community leaders of Kampung Mangaran then held a deliberation and remembered that the plantation had a plan for it in 1997. Based on that, the community leaders of kampung Mangaran then contacted Sunarsis who by chance has become Administrator of PT. Bayu Kidul plantation. Through a number of deliberations between the community of Kampung Mangaran with the

plantation, finally, the two sides agreed to make Telunjuk Raung waterfall as a tourist destination that will be managed independently by the people of Kampung Mangaran. The purpose of this management is in order to raise funds for the construction of the mosque. Funds obtained from the tickets of visitors who come to the waterfall will be collected to be used as a source to finance the construction of mosques as well as to fund the people empowerment in Kampung Mangaran.

According to Gunawan, a resident of Kampung Mangaran who also serves as chief of Telunjuk Raung waterfall tourist destinations, the plantation and community leaders agreed that the people of Kampung Mangaran will make a limited land clearing for the purpose of construction of the facilities at the waterfall. These facilities include parking lots and play areas, toilets, worship facilities, stalls, and other facilities that support the convenience of tourists. In the meeting, it was also agreed that the plantation would help build a number of supporting facilities to make it more attractive to tourists, including improving road access from the entrance of the plantation area to the location of the waterfall. The estate also provides the tree houses that can be used as one of the attractions besides the waterfall and the beautiful environment.

Until now, after one year running, the facilities that have been provided and become an attraction can already be said quite adequate. Leisure facilities that are also become the attraction include waterfalls, tree houses, parking lots, toilets, mosque, culinary stalls, and places for taking a photo, free tire patches, and benches for the visitors. What is also no less interesting is, the manager of the food stalls are all villagers from Mangaran and the stalls are managed by arranging the type of merchandise between stalls to avoid competition. All proceeds from ticket sales, as well as the proceeds from the sale of food, parking fees, and tire patches, are all handed over to the treasurer to be used to finance the mosque's construction. Even though the people involved are quite a lot, reaching 40 residents, they are not paid and only get food allowance.

This activity, according to Rizal, Dian, and Gunawan, and also some parking officers, all goes well and even involve some residents from other villages who also want to participate as a volunteer. To those who come from other villages and help organize tours in waterfalls, the managers agreed to provide food and also transport money of Rp10,000 per person. This program is considered successful and both parties are satisfied with the existing form of cooperation. Below is a diagram of community-Based Tourism and Development in Kampung Mangaran.

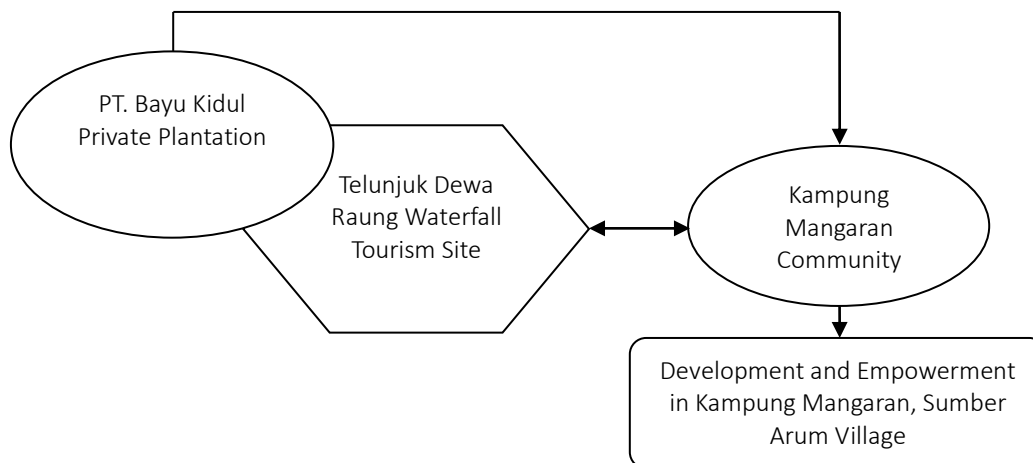


Diagram: Community-Based Tourism in Kampung Mangaran, Sumber Arum Village, District Songgon, Banyuwangi

After the program runs for one year, according to Dian (Treasurer) already collected of about 90 million rupiahs. The need for mosque construction is about 300 million rupiahs and is expected to be achieved within three and a half years if the tourist's visit is stable. The cooperation between PT. Bayu Kidul Plantation with Mangaran community will be stopped after the funding for mosque construction is fulfilled. Rizal, the mosque leader, Gunawan (Chairman), Dian (Treasurer), and the community of Kampung Mangaran generally hope that after the mosque construction fund is met and the voluntary management program is over, the plantation can develop this tourism destination even bigger, Involving the participation of Kampung Mangaran community.

How will this model of cooperation between private plantation companies with marginalized communities certainly be tested by time? Whether this model will still include the local community if it has been commercially managed as an industry, it is interesting to wait and see the further development.

6. Conclusions

Based on the analysis of the cooperation between PT Perkebunan Bayu Kidul and Kampung Mangaran Community, based on the perspective of Community-Based Development theory and also Community-Based Tourism, it can be concluded that: Cooperation between private sector (PT. Bayu Kidul) with the community (Dukuh Mangaran) in managing tourism destinations (Telunjuk Raung) in order to raise capital to build mosques and the empowerment of local communities can be seen as one of the variants or forms of community-based development model as well as community-based tourism, where private and communities work together actively by seeking alternative financing source for development.

The cooperation that is conducted informally by not using official document will not happen without the mutual trust between community of Mangaran and PT Bayu Kidul plantation. This is one form of local wisdom that is interesting in this study because the same thing is actually hard to find in modern society. Relationships based on mutual trust between both parties can occur through a long process, in which each party, in this case, the company and society try to respect each other's rights and obligations respectively.

This model of cooperation will still be tested in the future, especially after Telunjuk Raung Waterfall, which has been a source of development financing and community empowerment, management right is restored to the plantation company. If these tourist destinations have been restored to the plantation and the people of Dukuh Mangaran still get attention through other cooperation models in order to help finance the construction of facilities and infrastructure as well as community empowerment, the business cooperation model (Private) with the public (public) can be used as one model in community-based development or community-based tourism development.

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