

PUBLICATION SCRIPT

**DEVELOPMENT OF COMMUNITY BASED ECOTOURISM IN DIENG,
BANJARNEGARA REGENCY, CENTRAL JAVA PROVINCE**

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20140520306

has been approved and legalized on:

Day/date : Saturday, April, 28, 2018

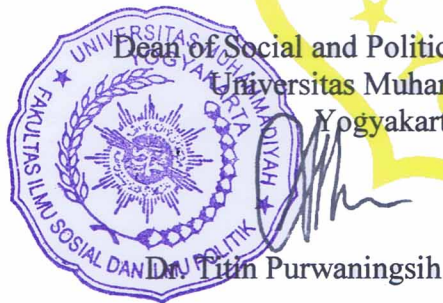
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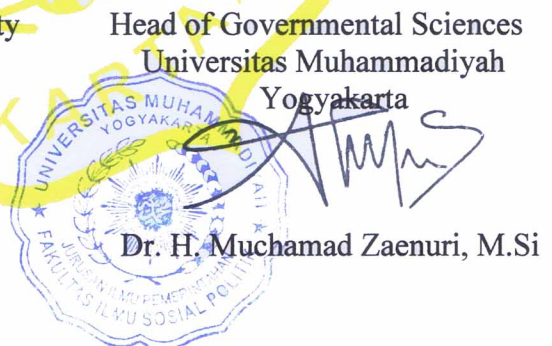
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**TITLE: DEVELOPMENT OF COMMUNITY BASED ECOTOURISM IN
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Abstract

The tourism industry is a major driver in improving socio-economic conditions in a developing country. Community-based ecotourism development can serve as the main priority in supporting the development of a region. Community-based ecotourism development needs to get major attention, because ecotourism is an interrelated activity, including with the cultural, socio-economic, political, environmental sectors. The problem to be studied in this research is are 1). What is Banjarnegara Regency Policy in Regional Cooperation towards Management and Development of Dieng Plateau Ecotourism Area? 2). How the impacts of community based ecotourism in Dieng

Data collection of respondents is done by interview and questionnaire method and then the data is analyzed by using descriptive analysis. Meanwhile, the community-based ecotourism development plan in Dieng was formulated using the SWOT analysis approach. Development of community based ecotourism in Dieng based on two things, those are 1). Banjarnegara Regency Policy in Regional Cooperation towards Management and Development of Dieng Plateau Ecotourism Area 2). The impacts of Community Based Ecotourism in Dieng.

Cooperation between regions is synergistic and in line with the regional planning system in Banjarnegara Regency. Cooperation conducted with Wonosobo Regency is considered to have been participatory by Banjarnegara Regency. This is evidenced by always involving all stakeholders in every coordination meeting in the development of Dieng area. Consist of local government, the society represented by Pokdarwis, as well as from the NGO of Peduli Pariwisata dan Lingkungan. Based on the results of the research, with the activity of tourism in Dieng bring positive impact to the goals of community based ecotourism, those are Psychological, Political, Economic, Social levels.

Keyword: Dieng, Ecotourism, Community

INTRODUCTION

Tourism plays an important role in Indonesia's development which is supported by natural wealth, biodiversity of flora and fauna, historical relics, and cultural diversity that has enormous tourism potential. It is because Indonesia is an archipelagic country. Tourism activities that are commonly developed in Indonesia are nature tourism. The government seeks to improve in developing the tourism sector as one of the non-oil and gas sector producing foreign exchange. The government's attention to the tourism sector is also indicated by the issuance of Law No.10 of 2009, where it is explained that the condition of nature, flora, and fauna, as a gift of God Almighty, as well as ancient relics, historical relics, arts, and culture owned by the Indonesian nation are the

resources and capital of tourism development for the improvement of prosperity and welfare of the people as contained in Pancasila and Opening of the Undang-Undang Dasar Republic of Indonesia Year 1945.

Tourism in this century is a form of the largest industry in the world. Tourism is able to increase foreign exchange in a country in large numbers. The development of tourism is felt increased rapidly, so it is not surprising that every country is trying to improve the tourism industry as a large foreign exchange earner in other words oriented to economic problems, by exploiting the culture and. Tourism development in tourist destination area is expected to be able to pay attention to the preservation of local customs, and culture. It is also able to provide additional income to the community in

the tourist destination. The existence of physical development as well as the influx of tourist in and out will influence the local community, so that early attention will be needed to the impact of tourism development in an area of tourist destination in order to realize the development of tourism that is able to maintain the preservation of cultural values and efficient for the community, With the issuance of Law No.22 of 1999 on Regional Government, in which also regulated about the implementation of Regional Autonomy to make the tourism sector as an alternative option to increase revenue for the region. The type of tourism which then gets the attention of the government to be developed in Indonesia today is nature tourism, nature reserve tour, tourism that

considers nature conservation which became known as ecotourism concept.

The issuance of the Minister of Home Affairs Regulation No. 33 of 2009 on Guidelines for Ecotourism Development in the Region, has encouraged the Regional Government to develop ecotourism which has recently become a trend in tourism activities in Indonesia. Broadly speaking, this rule explains that ecotourism is a potential natural resources, environment, and the uniqueness of nature and culture that can be one of the leading sectors of the region that has not been developed optimally. Thus, in the framework of ecotourism development in the regions optimally need planning strategy, utilization, controlling, institutional strengthening, and community empowerment by taking into account

social, economic, ecological norms, and involving stakeholders in managing ecotourism potential. Government policy to declare ecotourism as well as response to the ever increasing environmental and natural resource degradation that worries the international world. Ecotourism development also aims to meet the demands of tourist who generally come from the city, want a new atmosphere in the countryside or in nature away from the noise, hustle and bustle of the city. While for foreign tourist who come from the industrial area, eager to make a meaningful trip by looking at areas or regions whose atmosphere is different from the area of origin (Chafid Fandeli, 2000: 57). Tourism development basically needs to be paid attention to economic aspect as well as

other side also pay attention aspect of nature conservation and local society (Chafid Fandeli, 2000: 58). Some areas in Indonesia also develop ecotourism, one of them in Dieng, central Java Province.

Dieng plateau is a plateau that occurs due to volcanic eruptions. Dieng plateau area is divided into several plateau. The first plain has a height of approximately 2090 meters above sea level surrounded by a series of mountains they are Perahu mountain, Jurang Grawah mountain which is in the south as well as Pagonan mountain and Sipandu mountain located in the west. The second level lies to the west of the first plain with altitude of approximately 1950 meters flanked by mount Nagasari, pengamun – amun mountain and Gajah Mungkur mountain. The

third plain with a height of approximately 1630 until 1772 meters. Dieng plateau has been perceived by various managers. Since entering the global tourism market in 1970. Dieng has been positioned as the Nepal of Indonesia, having its own Hindu temples, situated in the middle of a dense, very cold mountain forest. Since then foreign tourist began to visit Dieng.

Tourism Object Dieng Plateau is located in two regency, namely Banjarnegara and Wonosobo regency. So in the development effort must use approach of development of borderless tourism, that is tourism characteristic which is activity is developed by community around in its management. Tourism development in Dieng tourism area must have orientation to

build collective attraction to attract tourist traffic from various tourism object in Dieng tourism area which is administratively located in Banjarnegara and Wonosobo Regency (RIPP Jawa Tengah 2004-2009: 3). Dieng Plateau is one of the most interesting and potential tourist destinations in Central Java, with the character of a typical tourist type that is a blend of nature tourism and cultural tourism.

CONCEPTUAL FRAMEWORK

1. Ecotourism

It has the same meaning as ecotourism or ecological tourism, which means that tourists enjoy biodiversity without doing activities that cause changes to nature, or merely to admire, research and enjoy and interact with local people and

attractions. Damanik (2006) explain Ecotourism can be seen from three perspectives, namely as:

1. Product
2. Market
3. Development approach.

2. Community-based

Ecotourism

Ecotourism can create economic value for conservation areas such as Dieng plateau. Tourists visit the Dieng plateau region to understand and appreciate the values and the tourists get benefit from personal knowledge and experience. The visitation from tourists to the highlands of Dieng, of course, provide financial benefits that can be utilized for operational costs. Community-based means that there should be a role

of the community in every ecotourism activity and the community should get benefit from ecotourism exploitation, there is control over ecotourism development in order to reduce negative impacts on their area, culture and social life and engage in the management of ecotourism activities.

Scheyvens (1999) compressed a definitive objective of community based ecotourism which is to engage the impact of community at four levels:

1. Psychological
1. Political
2. Economic
3. Social levels.

Research Methods

This research was conducted by using qualitative research, it is research that produces descriptive data in the form of words written or spoken of persons and observable behavior by conducting a qualitative approach. This study using characteristic descriptive method to know about condition of object, system of thought or event at present with proper interpretation. This study aims to know ecotourism development as an effort of community empowerment.

In the collection of data, then the researcher obtains data in accordance with several data sources as follows:

1. Primary Data

Primary data is a data source that provides data to the gatherer of data. In this research the primary data obtained in a straight line from the results of information and genuine. The writer conduct interview with Tourism Agency in Banjarnegara, Tourism Community Institutions, and head of District in Dieng.

2. Secondary Data

Secondary data is data that support primary data. It obtained by literature and documents as well as data from the researcher. The secondary data came from Structure and Spatial Use Pattern on Spatial Policy (Struktur dan Pola

Pemanfaatan Ruang) of Central Java Province, RTRW (Rencana Tata Ruang Wilayah) Central Java Province, statistic data of visitor that came to Dieng from Tourism Agency of Banjarnegara Regency.

RESULT AND DISCUSSION

Analysis of Banjarnegara

Regency Policy in Regional

Cooperation towards

Management and Development of

Dieng Plateau Ecotourism Area

In RTRW of Banjarnegara Regency 2003, Banjarnegara Regency with all its advantages and weaknesses is very possible to carry out cooperation (both formal and informal)

with various district governments, especially the surrounding districts, namely Pekalongan Regency, Wonosobo Regency, Kebumen Regency, Banyumas Regency, Purbalingga Regency. The fields or sectors that are the object of such cooperation are shown in Table 4.5 below:

At present Banjarnegara District is included in the regional cooperation of Regional Manager (RM) Barlingmascakeb. A management of inter-regional cooperation to improve the efficiency and effectiveness of development cooperation in 5 (five) districts. The RPJM of Banjarnegara Regency has been adjusted to the development policy of Central Java Province, especially the policy of development of integrated area in Barlingmascakeb. In addition to

Barlingmascakeb, Banjarnegara Regency also entered in Bakorlin III coordination / communication forum. Included in Bakorlin III are Banyumas, Purbalingga, Cilacap, Banjarnegara, Batang, Pekalongan, Pemalang, Tegal, Brebes, and Tegal. With this Bakorlin, Banjarnegara Regency get benefited as a forum for exchanging experiences in the implementation of governance and development, as a forum for solving development problems across districts in terms of education, health, transportation and the environment. In general, Banjarnegara Regency with its natural condition that also supported by traditional socio-cultural condition has potential as tourist object. The potential attractions are:

- a. Dieng area as ecotourism/nature tourism and cultural tourism

- b. Klampok Village as a target of ceramic handicrafts
- c. Reservoir area of Panglima Besar Soedirman as a water tourism

Cooperation between regions is synergistic and in line with the regional planning system in Banjarnegara Regency. The RPJM of Banjarnegara Regency has been adjusted to the cooperation undertaken in Barlingmascakeb. For regional cooperation in the management and development of tourism in the Dieng region has been included in the RTRW and Strategic Plan at the Department of Culture and Tourism. For the integration of Banjarnegara Regency budgeting in RPJM has allocated one billion rupiah as the 5 (five) year budget ceiling for cross-district

cooperation program. However, this allocation for cooperation between regions with the institutional Barlingmascakep. For the cooperation of tourism in Dieng with Wonosobo regency there is no budgeting due to the institution that does not yet exist. Cooperation conducted with Wonosobo Regency is considered to have been participatory by Banjarnegara Regency. This is evidenced by always involving all stakeholders in every coordination meeting in the development of Dieng area. Consist of local government, the society represented by Pokdarwis, as well as from the NGO of Peduli Pariwisata dan Lingkungan. With this participation regional ego at the level of implementation of management in the field can be overcome. From the direction of tourist flow, parking

management, security, cleanliness does not have any problem. Problems arise because of the lack of planning and policies that are not integrated and integrated because the Dieng area does not have an integrated Master Plan for Regional Development.

Banjarnegara Regency get a huge influence from Central Java Province in the development and cooperation of tourism in Dieng Plateau. Central Java Province built Kailasa Museum in Dieng. The museum was established in the complex of Arca House owned by Archaeological Heritage Conservation Hall (BP3) Central Java, opposite Gatotkaca Temple Dieng Banjarnegara. Museum which was inaugurated by Menbudpar on July 28, 2008 it contains artifacts and stories about geology, flora-fauna, daily life,

belief, and artistry of Dieng. In addition, the largest portion is Dieng archaeological heritage. In the museum complex there are also restaurants, souvenir shops, musholla, and gazebo. From the gazebo and restaurant can be seen the whole view of Dieng Plateau. The roof top of the museum is used as an open stage, while inside the museum there is a theater that plays a documentary film about Dieng. In addition, the Province also provides funding assistance in the repair and maintenance of facilities at the Arjuna temple complex.

Both regency have understood the importance and benefits of regional cooperation and the need for regional cooperation in areas of equal importance located on administrative boundaries. For tourism development in the border area, has understood

tourism with borderless tourism approach. The cooperation of the Dieng Plateau area between Banjarnegara and Wonosobo regencies is driven by several factors, namely: the potential and limitations of the region, willingness and equality of interests, the opportunities for the acquisition of financial resources, the communication containers of stakeholders, the existence of legal forms of cooperation, and the answers to disintegration. The existing regional cooperation is only coordinative if there is an event or when the time of tourist visit increases such as Eid or school holiday season. Coordination is done by all stakeholders by involving the community. The existing regional cooperation leads to a single area of management with the cooperation of entrance fee admission of Dieng area.

The management and development of Dieng area is carried out by each regency by establishing the Technical Implementation Unit of the Dinas (UPTD) under the Department of Culture and Tourism of the regency. Support of Banjarnegara regency enough at the level of policy and less on budgeting and understanding the need for institutional cooperation in the region while the support of Wonosobo Regency is less at the level of policy, budgeting, and understanding the need for institutional cooperation in the region. The obstacles of regional cooperation according to Banjarnegara are regional ego, differences of interest, and the absence of identification of sector needs which is equalized while regional cooperation constraints perceived by Wonosobo Regency are

regional ego, tourism potential and management authority, fund allocation, and difference of interest. The existing institutions are not running. Wonosobo Regency wants joint management with private investment while Banjarnegara Regency welcomes the joint management agency but there must be an identification of the needs of the sectors which are equated considering that to get investment is not easy. The appropriate institutional format in the Dieng Plateau area will be the Inter-regional Cooperation Agency (BKAD) as the coordinating body to realize the integration of regional public planning and services in the spatial, tourism and infrastructure sectors. Institutional in the tourism sector is to establish a Regional Owned Enterprises (BUMD) together to manage and develop the

region in accordance with the integrated planning undertaken by the coordinating body.

The Impacts of Community Based Ecotourism in Dieng

a. Economic Empowerment

Based on the results of the research, with the activity of tourism in Dieng bring positive impact to more job opportunities and the existing work does not require education and skills, thus with the tourism activities in the Dieng area has provided job opportunities and open up more new job opportunities to the local community and so the locals are not dependent on agriculture alone. People take advantage of opportunities that exist by opening various forms of business services, trade and others in

the area of tourist attraction or in the vicinity of the tourist attraction is located. These forms of business include opening a food stall, telephone, food trade (pavement), open a business lodging or home stay and so forth. Based on the results of the research it can be seen that the existence of tourism activities bring in foreign exchange income of the country and the creation of employment opportunities which means reducing unemployment and increase the income and standard of their lives, with the tourism activities in the Dieng area, income levels of the local community is increase. The existence of Dieng Plateau tourism area gives a positive impact for farmers in Dieng Kulon Village, especially in terms of marketing agricultural products to lodging and

restaurants. From doing that business their income increased. This level of income depends on the type of work, the experience of working period and the level of education obtained, the higher the level of education the better the type of work occupied then the income will be higher. With the increase in income levels of the community then indirectly the standard living of the people and sellers around the tourist attraction will increase. Increased revenue earned will be the availability of budget for daily expenditure. Thus the existence of tourism activities has increased the income of local residents indirectly can improve the lives of the community.

Table 1. Direct Participation of Community

No	Direct Participation of Community
1	Business services inn
2	guesthouse / hotel in the
3	environment of tourism and
4	business
5	lodging services / rental of the
6	guesthouse
7	Selling vegetables at tourist
8	sites, such as cabbage, potatoes
9	Selling fruits at tourist sites,
10	such as strawberries, tomatoes
	and bananas
	Photography services at tourism
	sites
	Selling clothes at tourist sites
	Selling ornamental plants in the
	location of tourism
	Selling typical snacks, such as:
	potato chips, chips
	mushrooms
	Opening a restaurant service
	business or food stalls around
	the object
	tours
	Selling handicrafts / cindramata
	location of tourism object

b. Psychological
Empowerment

Dieng plateau society has various ways to maintain social identity in the tradition of ruwatan rambut gembel (hair dreadlocks ceremony) for the utilization of cultural tourism potential. The position of each of the elements of the Dieng plateau society in the tradition of the ruwatan rambut gembel determines the way they maintain the social identity. Therefore the Dieng plateau community has their respective roles. First, the local government commissioned the Dieng community to perform regional arts that support the tradition of ruwatan rambut gembel. In the tradition of ruwatan rambut gembel the children accompanied by the arts that exist in the Dieng plateau. In Dieng Kulon

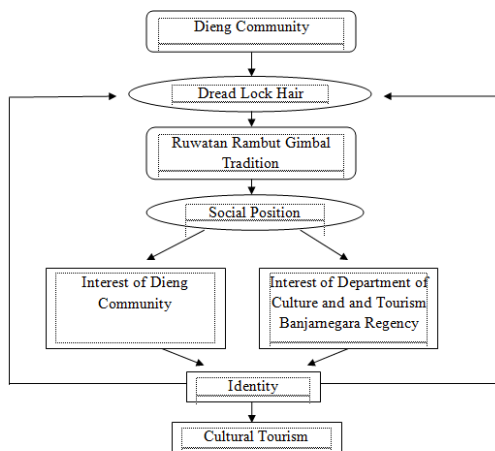
each RT determines some art as a media to attract tourists. Many of the performing arts such as lumping, rapak buta, and Dieng mask dance aims to introduce local culture as a hallmark of Dieng highland society and support in the tradition of ruwatan rambut gembel. Second, the local government commissioned the Dieng community to take part as the organizer committee of ruwatan rambut gembel tradition. Youth committee in Dieng plays a role in fund management and publication. Ruwatan funding obtained from the province and from donors from people who will conduct research on ruwatan rambut gembel tradition. The committee spread invitations to various cities related to tourism. So the audience of ruwatan rambut gembel tradition very crowded. Youth of Dieng work together with the

Department of Tourism and Culture Banjarnegara in conservation of ruwatan rambut gembel tradition. Department of Tourism and Culture has a role in the promotion and socialization to the public about the ceremony of ruwatan rambut gembel, usually there are pamphlets, baliho, and others . Ruwatan rambut gembel ceremony is a routine event so there are many tourists who already know when the event of ruwatan rambut gembel ceremony will be held. The Department of Tourism and Culture of Banjarnegara and youth of Dieng plateau will preserve the tradition of ruwatan rambut gembel, because it has potential for tourism, especially cultural tourism by way of holding the tradition of ruwatan rambut gembel every year. Third, community leaders

as local government also have their respective roles.

Dieng plateau society has three aspects in view of social identity. First, the Dieng plateau community is motivated to maintain a positive self-concept that is the children's community of dreadlocks in the tradition of ruwatan rambut gembel. Second, self-concept derives most of the group's identification of the dreadlocked child's community scattered in various villages in the Dieng plateau. Thirdly, the Dieng community has established a community of dreadlocks as a social identity because there is no society that has a community of children dreadlocks except in the Dieng plateau.

Chart 1. Psychological Empowerment



c. Social empowerment

Kelompok Sadar Wisata Dieng Pandhawa is an institution that has a strategic role in conducting tourism development in Dieng Kulon. This institution acts as a driving force for tourism in Dieng Kulon. Strategy in developing tourism in Dieng is community based-tourism. Characteristics of community-based

tourism will affect the success of a tourism. Here is a characteristic of community-based tourism in Dieng Kulon Village.

Table 1.Characteristic Of Community-Based Tourism

Characteristic of CBT	Dieng Kulon Village
Broad Community Involvement	Socialization of tourism village development through PKK and community associations Deliberation together to plan and manage tourism business Community training that has potential in the field of tourism and community activities serve as a tourist attraction
Distribution of PNPM M Tourism	Distribution of assistance based on existing appeal
Management	ADART as a rule reference for everything about their tourist village and the division of tasks and responsibilities to the tourism actors for the management

	of the tourist village. Tourism Village Development is based on a 0-10 leveling method whereby each level has important stakeholder engagement and progress of an increasingly independent tourism village and sees the appropriate market segment for the tour package
Outside Partnership	Partnerships from outside greatly affect the development of tourist villages. This tourism village together has partnerships with government, NGO, Travel and mass media
Inside Partnership	Tourists are integrated with each other to share opportunities from the tourists who come The cohesiveness of tourism actors, leaders, the wider community has a huge influence in the development of their tourist villages

The uniqueness of location	Culture and community activities in Dieng
Environmental Sustainability	Focus sapta pesona to create an environment suitable for tourism
Movement Figures	Creative, pioneer pokdarwis in Dieng and making Dieng Culture Festival event until the 4th event, has close relationship with important stakeholders especially central government which is very close Has a social soul, pioneer pokdarwis

d. Political Empowerment

Pokdarwis Dieng Pandawa is a group that makes its institute become a community discussion forum in Dieng Kulon Area, Batur District, Banjarnegara Regency. Preparation of programs that need to be done in order to develop the Potential of Tourism industry through several stages directly managed by POKDARWIS as a

community of people who participate actively in tourism in Diengkulon and cooperate with the Government both at the level of Village Command, Local Government, Provincial Government and Central Government Community Empowerment Activities Tourism can be integrated with other empowerment activities such as PNPM. In organizing the POKDARWIS program, community leaders, communities and related agencies sit together in several activities.

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