COMMUNITY BASED TOURISM AS SUSTAINABLE TOURISM SUPPORT

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ABSTRACT
Community-based tourism is now as an alternative to being able to provide community welfare and community empowerment towards sustainable tourism. Once the importance of community participation in village development becomes a sustainable tourism destination, it has encouraged Community Based Tourism (CBT). The purpose of this paper is to: examine the problem in community-based tourism development; examine strategies that can be done to be sustainable. The methodology of this study is: secondary data obtained from literature studies, scientific articles, then compiled, analyzed, and concluded. The results of the assessment show that community-based tourism is often said to be something that is in contrast to large-scale tourism. Local people in general do not have enough information, resources, and strength in solving various decisions, so that local people are only objects and are very vulnerable to exploitation. The strategy undertaken is a program of coordination and transition between relevant agencies or institutions, in field planning, implementation, and implementation of participatory monitoring and evaluation. In the long term vision, the strategic goals and Action Plan to be implemented are one stakeholder, also supports the development of partnerships supporting authenticity, supporting, developing a negative environment, and strengthening management and supervision through collaborative and participatory collaboration.

KEY WORDS
Tourism, community, sustainable development, public service.

The charm of Indonesian tourism especially Bali continues to skyrocket in the world. The natural and cultural beauty of this country makes this country called a tourist paradise. Therefore, the tourism sector must be sustained because tourism is expected to bring significant benefits in development. Indonesia, especially Bali, in the national tourism map is ranked first and is a well-known tourist destination in the world. This is supported by the existence of cultural diversity, natural potential, as well as a variety of unique customs. The success of Bali tourism has become a legend in discussing international tourism. Seen from the existence of tourism in Bali that overall tourism in Bali has an ideal anatomy (Yoety, 1996). However, there are many very basic problems in the development of tourism in Bali that threatens the sustainability of the development itself. These problems include, among others, economic and socio-cultural and environmental aspects so that a good management pattern is needed (Yoety, 2001). From the environmental aspect, many environmental experts argue that the use of natural resources in Bali has threatened, even exceeded the carrying capacity of Bali (Martopo and Rahmi, 1995). The paradigm of popular tourism or community-based tourism with various forms is currently emerging as an alternative to be able to provide community welfare and community empowerment towards sustainable tourism. Pitana (2002) states that in sustainable tourism it is not enough just to be ecologically sustainable and the sustainability of economic development, but no less important is the sustainability of culture, because culture is one of the most important resources in tourism development. The implementation of these concepts is applied in community-based tourism development programs to support sustainable tourism so that development must continue to be able to preserve the environment. Community-based
tourism development (Community Based Tourism) is expected to be a model of sustainable tourism development in accordance with government policies in the field of tourism.

Communities in tourism destinations also have a role in efforts to promote tourism destination products, because local communities are the main component in forming tourism images (Pike, 2004). Once the importance of local community participation in the development of sustainable tourism destinations, has encouraged the development of other options for tourism development. The alternative is popularly known as community based tourism (CBT). Tosun and Timothy (2003) it is emphasized that an important aspect in sustainable tourism development is the emphasis on community-based tourism. This approach is more focused on involving local communities to actively participate in the tourism planning and development process. Although conceptually local community participation in tourism is believed to be able to realize the development of sustainable tourism destinations, but in practice it is full of challenges and obstacles (Campbell, 1999; Shah and Gupta, 2000; Scheyvens, 2002; Dogra and Gupta, 2012). The challenges often faced are mainly related to the heterogeneity of local communities and in the process of identifying tourism as a strategy in developing local communities. While the obstacles in the form of the limitations of local communities in decision making and distribution of the benefits of tourism for local communities. Based on these conditions, this study aims to: 1) examine the problems in community-based tourism development; 2) examine strategies that can be done so that community-based tourism can be sustainable (sustainable).

Community Based Tourism (CBT). Community-based tourism is one type of alternative tourism that includes community participation as the main element in tourism in order to achieve the goal of sustainable tourism development (Telfer and Sharpley, 2008). This understanding is in line with the thoughts of Garrod et al., (2001); Timothy and Boyd (2003) who mentioned community-based tourism as the participation of local communities in tourism development. In this case, local community participation can be done in two ways, namely: the decision making process and the distribution of tourism benefits. Participation in decision making means that local communities have the opportunity to voice their hopes, desires and concerns from tourism development, which can then be used as input in the planning process. Then Murphy (1985) proposes the involvement of local communities in the process of tourism planning and development is a determining factor for the sustainability of tourism destination development. While taking a role in the distribution of benefits from tourism implies that local people should have the same opportunity to obtain financial benefits from tourism and linkages with other sectors. For this reason, tourism development should be able to create job opportunities, business opportunities and get training and education for local people to know the effects or benefits of tourism (Timothy, 1999). Also According to Murphy (1985) tourism is a "community industry", so that the sustainability of tourism development is highly dependent and determined by the acceptance and support of local communities towards tourism. The implication of tourism as a community industry is that tourism should not only involve local people who directly benefit tourism, but also local communities who indirectly contribute to the continued development of tourism. Local community participation in tourism development can be divided into six types (Pretty and Hine, 1999 in Mowforth and Munt, 2016, namely:

1) Passive participation: people participate by being told what has been decided or has happened. Information shared only belongs to external professionals;
2) Participation through consultation: people participate by consulting or by answering questions. The process does not recognize any part of decision making, and professionals are not obliged to take the view of the community;
3) Participation purchased: people participate in exchange for food, cash or other material incentives. Local communities have no interest in extending technology or practices when the incentives end;
4) Functional participation: participation seen by external institutions as a means to achieve their goals, especially cost reduction. People participate by forming groups to meet predetermined goals;
5) Interactive participation: people participate in joint analysis, development of action plans and the formation or strengthening of local groups or institutions. The learning methodology used to look for various perspectives and groups determines how available resources are used;

6) Self mobilization and connectedness: people participate by taking initiative independently from external institutions to change the system. They develop contacts with external agencies for the resources and technical advice they need, but retain control over the use of resources.

Element-Element Community Based Tourism (CBT). In accordance with the definition of Community Based Tourism, which is an alternative type of tourism that includes community participation as the main elements containing important elements, namely: Participatory planning; Collaboration and partnership; Local management / empowerment of community members; Establishment of environmental / community goals; Relief of related parties: government, funding agencies and the private sector; Focus on generating additional income for the community in the long run (Dodds, R et al. 2001)

Participatory planning is to build a foundation for tourism management skills among residents (Novelli & Gebhardt, 2007). From the planning stage, participatory tourism resources, mapping, asset identification, etc. are needed. Tasci et al. (2013) discussing how to improve the skills of local communities in various fields such as tour guides, languages, communication, hygiene and safety are very important in providing CBT initiatives. Education and training are key components.

Collaboration and partnership are reducing the risk of failure for CBT, because it rarely finds CBT initiated and fully controlled by the community (Scheyvens, 2002). External advice and involvement is a must to ensure success (Iorio & Corsale, 2014) as many rural tourism providers are often less skilled and lack the knowledge needed to participate in tourism. For example, some community companies may have hospitality skills, but may lack awareness of demand factors, knowledge of product presentation, understanding of the market where they work and network marketing (Mitchell & Hall, 2005). Local participation is only limited to their capacity, so it becomes important to collaborate with others such as: government, NGOs and the private sector to ensure sustainability.

Local management is said to be an important factor of CBT, because participants' actual abilities in managing tourism businesses are sometimes made up. So that community-based tourism must be controlled and implemented by the community. Kalavar &, Melubo, (2014) identified that there is a strong relationship between empowerment and community welfare. *Community empowerment must provide resources, opportunities, knowledge and skills to increase their capacity to determine their own future and to participate in things that affect their lives.*

Goals Incorporating environmental conservation and community development goals into CBT helps ensure commitment to sustainability. The United Nations World Tourism Organization (UNWTO) collects examples of good practice in community-based ecotourism highlighting environmental, social and economic sustainability efforts. (UNWTO, 2003). Some of the social and economic efforts include helping build schools, supplying water to residents, increasing micro entrepreneurship, training local residents to become guides, employing families to share knowledge with visitors.

Remoteness in a community can be both a blessing and an obstacle. It can be a blessing if it has an appeal in terms of natural beauty, but it can also be an obstacle due to their lack of participation in formal activities, due to lack of access to power, knowledge and resources. Remoteness can also hinder visits if it is too difficult to reach or the road is not easily traversed, so that government and non-governmental and private institutions are very instrumental in developing CBT.

Financial success includes several factors, funders may not fund ideas or initiatives that do not yet have a healthy market relationship or financial plan, because these initiatives may collapse after funding is completed (Goodwin & Santilli, 2009). Where new tourism activities can be considered as providing additional income if an activity is sustainable. For example if a coffee farmer enters coffee tourism, then tourism activities will increase
agricultural income. Other opinions about CBT indicators (Khairul Hisyam et al. 2014). The World Tourism Organization (WTO, 2001), formulating indicators for sustainable tourism can help decision makers to measure: (1) changes in the structure of tourism itself and internal factors; (2) changes in external factors that affect tourism; and (3) impacts caused by tourism. Indicators also function by using quantitative and qualitative information inputs (WTO, 2001). Using indicators for regular monitoring can also provide important information and current input for decision makers to determine the sustainability of a destination, its assets, and ultimately, the viability of tourism activities (Blackstock, 2005; WTO, 2001). Therefore, from a planning perspective, indicators must be included as part of a vital component of the overall ongoing CBT assessment process (Blackstock et al., 2006; WTO, 2001). From the results of a comparison between the three countries namely Laos, Thailand and Indonesia, the marketing indicator is the most decisive factor for sustainable tourism, so that the relevant marketing indicators are discussed. In general, each case / place study uses a different set of indicators. There are various organizations that participate in and / or collaborate with stakeholders, which later this International Conference on Urban and Regional Planning determines the indicator requirements for monitoring and evaluating progress. With the exception of "planning problems", different case studies show a different set of main problems. For example, the CBT community in Thailand has included marketing strategies to sell tourism products more effectively. The main stakeholders have indicated the marketing element as one of the main problems, therefore; CBT marketing indicators that are relevant are discussed and selected. This also applies to the case of Laos and Indonesia.

Benefits of Community Based Tourism (CBT). Tourism is carried out by local communities in rural areas known as Community Based Tourism (CBT). CBT can be defined as tourism that is owned and managed by the community and is intended to provide wider community benefits. In other words, CBT is local participation, and giving up control to the community will produce more benefits for livelihoods. High CBT is likely to create jobs, and generate entrepreneurial opportunities for local communities from a variety of backgrounds, skills and experiences. In addition, CBT is known as a broad-based plan which has been used to improve rural and urban economies and also provides opportunities for rural communities to manage tourism resources, preserve culture, preserve the environment, and provide opportunities for local communities to have alternative sources of income, so they can help alleviate poverty. Although in fact most of the local people do not have knowledge about CBT, community involvement is beneficial even though there are still some people who do not join tourism activities for unknown reasons. Nevertheless, the attitude of the local community can influence the development of tourism, especially in the CBT project if the participation of the local community is not optimal. Typically, CBT projects offer several benefits, for example through contributions to the community such as funding for the development of schools, clinics or others. Furthermore, CBT creates job opportunities for the local community. Based on this benefit, many developing countries have used CBT as a tool to improve the quality of life and also to support economic growth.

Sumak Travel. 2014. That CBT can offer services such as accommodation, tours (bird watching, trekking, horseback riding, whale watching, etc.), traditional cooking skills, ecotourism and cultural activities. Fair trade logic applies, so that tourists pay fair prices in return for high-quality and often unique products and services, in the context of transparency and equality. For travelers, this is a natural experience; they are familiar with local traditions, are involved in cultural activities and have the opportunity to see nature and the unspoiled ecosystem. In fact, in many cases CBT is the best and most effective defense against land and mass tourism speculation (mining, mega projects, agribusiness, etc.). It is well known that stronger communities have far more political influence and visibility to raise awareness of their rights and defend their territories.

Problems Arising in Community Based Tourism (CBT). Community-based tourism in the concept of theory is the development of tourism that involves the community from the process of planning, implementation, and evaluation. But in reality it is not so simple, it often raises both predictable and unpredictable problems, such as the rejection of a small group of people who can be caused by various reasons due to the inability of a group of people to
take part in tourism activities. It could also be due to the lack of understanding of the citizens, so that the participation of related institutions is needed to provide a socialization of understanding of the goals of community-based tourism which is actually for and from the community. If the tourism development only thinks about the interests of the government but ignores the socio-economic interests of the community itself, then the CBT will not run as planned (Nurhidayati. 2015).

**Sustainable Tourism Development.** Despite special attention from tourism academics and tourism development practitioners in recent years, the literature on tourism concepts and theories often fails to link tourism with the concept of sustainable development as a unified paradigm. So that the application of sustainable development in the context of tourism is still much in doubt. This raises the interest of the academic world to discuss the concept of sustainable tourism development (Sharpley, 2000). The definition of sustainable tourism development can have various meanings. People from many different fields use different terms in different contexts and they have different concepts, biases, and approaches (Heinen in Sharpley, 2000). The WTO defines sustainable tourism development as development that meets the needs of today’s tourists, while protecting and encouraging opportunities for the future. Lead to the management of all resources in such a way that economic, social and aesthetic needs can be met while maintaining cultural integrity, essential ecological processes, biodiversity and life support systems. Sustainable tourism products are operated in harmony with the local environment, society and culture, so that they become permanent beneficiaries and not victims of tourism development. In this case the policy of sustainable tourism development is focused on the use of natural resources and the use of human resources for a long period (Sharpley, 2000). In connection with efforts to find linkages between tourism activities and the Cronin sustainable development concept (Sharpley, 2000), conceptualizing sustainable tourism development as development focused on two things, tourism sustainability as an economic activity on the one hand and considering tourism as a more sustainable development policy element large. Stabler and Goodall (Sharpley, 2000), stated that sustainable tourism development must be consistent / in line with the principles of sustainable development. Lane (in Sharpley, 2000) states that sustainable tourism is a balanced triangulation relationship between tourist destination areas (host areas) with their habitat and people, making holiday packages (tourism), and the tourism industry, where no single stakeholder can damage the balance. Almost the same opinion was conveyed by Muller who proposed the term magic pentagon which is a balance between the elements of tourism, where there is no single factor or stakeholder that dominates.

The basic principle of sustainable tourism development according to Sharpley (2000) which refers to the basic principles of sustainable development. A holistic approach is very important. To be applied in general, to the tourism system itself and specifically to individuals in the tourist destination or industrial sector. So far, although tourism is accepted and integrated in national and local development strategies, the main focus of sustainable tourism development is still towards the product center. Not surprisingly, at the operational level it is difficult to regulate complex acceptance, fragmentation, multisectoral distribution of natural tourism benefits. Therefore according to Fors (in Sharpley, 20: 9), sustainable tourism in practice tends to be focused exclusively on local, relatively small-scale development projects, coverage rarely exceeds local / regional areas / environments, or as a specific / specific industrial sector. At the same time, different sectors of the tourism industry are developing at various levels, adopting environmental policies and although small have demonstrated business and development philosophies that lead to the principles of inter-industry sustainability. According to Sharpley, an increase in sustainable tourism development policies is highly dependent on a variety of political and economic factors that can hinder the implementation of sustainable tourism development. Aronsson (2000), tries to convey a number of ideas about interpreting sustainable tourism development, namely 1) sustainable tourism development must be able to overcome the problem of environmental waste and have an ecological perspective, 2) sustainable tourism development shows its support for small-scale development and based on local communities, 3) sustainable tourism development places the tourist destination as a beneficiary of tourism, to achieve it does not
have to exploit the local area, 4) sustainable tourism development emphasizes cultural sustainability, in this case related to efforts to build and maintain traditional buildings and cultural heritage in tourist destinations. Sustainable tourism development according to Yemen and Mohd (2004) is characterized by four conditions, namely: 1) community members must participate in the tourism planning and development process, 2) education for the host, industry players and visitors / tourists, 3) quality wildlife, energy use and microclimate must be understood and supported, 4) investment in alternative forms of transportation.

While the indicators developed by the Indonesian government regarding sustainable tourism development are: 1) awareness of environmental responsibility, that sustainable tourism development strategies must place tourism as a green industry, which is the responsibility of the government, the tourism industry, the community and tourists, 2) increasing the role of local governments in tourism development, 3) the stability / empowerment of the tourism industry that is able to create tourism products that can compete internationally, and the welfare of the community at tourist destinations, 4) partnerships and community participation in tourism development aimed at eliminating / minimizing differences in the level of welfare of tourists and people in the tourist destination to avoid conflict and dominance from one another. This is also supported by paying attention / developing small-scale businesses by local communities. As an industry, tourism has also adopted the concept of sustainable tourism development which is defined as: “Tourism that takes full accounts of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities” (UNWTO and UNEP, 2005). The definition of sustainable tourism above explicitly views tourism as having to fully consider various impacts on the current and future economic, social and environmental dimensions, without ignoring the needs of tourists, industry, the environment and the local community. Specifically in the context of realizing sustainable community based tourism development (SCBTD) sustainable tourism development is aimed at achieving 12 targets.

The three dimensions of sustainable development - economic, socio-cultural and environmental - separately or collectively covered in all the objectives of sustainable tourism development. Sustainable tourism development based on empowerment efforts, economic, social and cultural terms, is a tourism model that is able to stimulate the growth of socio-cultural and economic quality of the community and ensure environmental sustainability. According to Yoeti (2008), sustainable tourism is a meeting of the needs of women and tourism destinations in an effort to save and provide opportunities to become even more attractive in the future. This is a consideration as an invitation from the government so that all available resources can be utilized in the future for economic, social and beauty purposes that can be used as an attraction by maintaining the integrity of cultural diversity supported by living systems. Sustainable tourism development put forward by the World Tourism Organization (WTO) in Pitana (2002), there are three principles that must be considered, namely as follows.

1) Ecological sustainability. Sustainable tourism development must be supported Sustainability in terms of utilization of natural resources (ecology) as a support. In this case what is meant is able to reduce the negative impact on the physical environment due to tourist activity through the determination of limited capacities (carrying capacities) on the tourist attraction;

2) Economic sustainability. Sustainability in the economic field is able to benefit local people, tourists, and tourism businesses in the tourist attraction;

3) Social and cultural sustainability in the social field, where it is hoped that local communities participate in sustainable development. Both in planning, carrying out, and overseeing the course of a development, so that the community is able to sort out the good and bad things that fall into the social fabric of the community. Cultural sustainability is due to interactions with tourists who have lifestyles, habits and traditions that are different from the local community. Preventive action is needed for cultural distortions owned by local people so that local culture is sustainable.
Tourism development is based on the success of developing economic aspects with an insight into environmental preservation. Based on the definitions provided by the WTO regarding sustainable tourism development, there is harmony between economic, social and aesthetic needs on the one hand and maintaining cultural integrity, essential ecological processes, biodiversity, and life support systems on the other. Some requirements that must be met to ensure the sustainability of tourism according to Damanik and Weber (2006), are as follows.

1) Tourists have the willingness to consume tourism products and services selectively, in the sense that the product is not obtained by exploiting the local tourism resources excessively;
2) Tourism products are encouraged to be environmentally based products (green products);
3) Tourism activities are directed to preserve the environment and be sensitive to local culture;
4) The community must be involved in planning, implementing and monitoring tourism development;
5) The community must also benefit fairly from tourism activities;
6) The bargaining position of local people in the management of tourism resources is increasing. To achieve sustainable tourism objectives, economically, socio-culturally, and environmentally, managers must carry out effective resource management. Part from that we should all be able to change our attitude and be strong-willed, so that what we have now does not use up all available tourism resources without considering tourism life in the future.

Sustainable Community-Based Tourism Strategies. Community-based tourism is inseparable from the basic dynamics of a cohesive community base and has an institutional structure and the existence of customary institutions. Its application gave rise to various CBT variations which were later developed through government and community programs in various islands in Indonesia.

Short-term sustainable community-based tourism strategies include:
1) Identification of problems in community-based tourism development;
2) Assessing the potential possessed by natural resources, human resources, technology, and existing institutions;
3) Identification of the main obstacles in sustainable tourism development both technical, economic and social institutional constraints;
4) Identification of policies and programs for developing community-based tourism and continuity from the three existing institutions;
5) Coordination and synchronization of programs between related agencies or government agencies both vertically and horizontally;
6) Consistency between programs / activities and budget allocations;
7) Distribution of roles between the three institutions;
8) Determine and formulate planning, implementation and monitoring and evaluation of development programs that are carried out in a participatory manner.

The long-term strategy of community-based tourism is to include a shared vision for tourism, a strategic objective and an Action Plan that will be implemented by a single stakeholder. This ensures the development of tourism continues to support the authenticity of the cultural landscape, minimizes negative environmental impacts, and strengthens site management and supervision through collaborative and participatory efforts. To do this, it is important to take a destination approach, which coordinates and connects between components / clusters as a holistic site, especially areas with significant tourism activities, and is able to convey the historical background and Universal Value of Greatness contained therein. Can be detailed as follows:

1) Ensuring that all stakeholders have a uniform understanding and appreciation of Universal Majesty Values to promote the preservation and protection of Cultural Heritage Sites in accordance with sustainable principles;
2) Ensuring that all developments (related to tourism, infrastructure, housing, etc.) support the authenticity of the local Cultural Landscape, reduce negative impacts on the
environment, strengthen land use policies, strengthen site management and monitoring through collaborative and participatory efforts;

3) Empowering local communities to be directly involved in sustainable tourism to improve their welfare;

4) Develop a visitor management system that reduces negative impacts and enhances visitor experience;

5) Encouraging the development of sustainable tourism products and services that uphold the values of local wisdom (UNESCO, 2012).

CONCLUSION

The skills of the local community in various fields are still a problem such as tour guides, languages, communication, expressing decision-making opinions.

Short-term sustainable community-based tourism strategies include: coordination and synchronization of programs between related agencies or government agencies both vertically and horizontally; consistency between programs / activities and budget allocations; determine and formulate planning, implementation and monitoring and evaluation of development programs that are carried out in a participatory manner. Whereas the long-term strategy is: that all development (related to tourism, infrastructure, housing, etc.) supports the authenticity of the local Cultural Landscape; reduce the negative impact on the environment; empower local communities to develop tourism products and services that up hold the values of local wisdom.

As a follow-up to this study are: local people's aspirations are important input in the process of tourism planning and development to be sustainable; solving the problem of tourism requires the involvement of various decision makers (stakeholders), including the participation of local communities, especially in decision making, implementation of plans and supervision.

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