

UDC 332

THE ROLE OF GOVERNMENT, PRIVATE SECTOR AND COMMUNITIES PARTICIPATION ON WELFARE

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ABSTRACT

This study aims to find out 1) the role of the government towards the welfare of the community in tourism villages, 2) the role of the private sector towards the welfare of the community in the tourism village. 3) the role of local communities to the welfare of the community in tourism villages, and 4) the role of the government, the role of the private sector, and the local community towards the welfare of the community in Tembi Tourism Village. The research method used in this research is literature review. The result of this research 1) The role of the government as facilitator, motivator and dynamator is very important to improve the cooperation relationship between the community and the private sector in tourism development. The most important role for the government is to seek community participation in every stage of tourism development ranging from planning, implementation, monitoring, and evaluation of activities, 2) the private sector as the owner of capital must pay attention to the sustainability of the environment, economy, social, and culture of local communities, 3) Local communities are the main actors who play a role in tourism development, therefore the largest participation of local communities in tourism activities is a key factor in tourism development. 4) The success of tourism activities in Tembi Tourism Village is based on a good network of cooperation between the government, private sector, and local communities.

KEY WORDS

Government, private, community participation, welfare, tourism village.

One of the sectors developed by the government in improving people's welfare is the tourism sector. The tourism sector is able to increase economic activity, including in creating jobs, increasing community income, increasing regional income and increasing state foreign exchange earnings. Tourism is a growing sector as a leading sector for national development in reducing poverty, unemployment, and inequality due to the multiplier effect for the state and society.

The economic sector that is experiencing rapid and large growth in Indonesia is tourism, the tourism sector is predicted to become the core economy of Indonesia in the following years because tourism is the most sustainable commodity and touches various levels of society in Indonesia. The development of foreign exchange earnings from the tourism sector in Indonesia in 2015-2019 is presented in Table 1.

Table 1 – Obtained Foreign Exchange for Tourism in Indonesia 2015-2019

Year	Foreign Exchange (US \$ Billion)
2015	10.8
2016	11.2
2017	13.1
2018	16.4
2019	17.6

Source: Central Statistics Agency, 2019.

According to the Ministry of Tourism's Pocket Book (2016), the contribution of the tourism sector to the 2014 national Gross Domestic Product (GDP) has reached 9 percent or

Rp. 946.09 trillion. Meanwhile, foreign exchange from the tourism sector in 2014 reached Rp. 120 trillion and contributes to employment opportunities of 11 million people (Anggraini, 2017). Through its multiplier effect, tourism can and is able to accelerate economic growth and create wider employment opportunities (LPEM FEB University of Indonesia, 2018).

One of the favorite places for tourist destinations is DI Yogyakarta, DI Yogyakarta was chosen because of its comfort, safety, cost of living and cheap souvenirs, and the people of DI Yogyakarta still adhere to local culture. In the 2014-2019 period, an increase in tourist visits to DI Yogyakarta was recorded as shown in Table 2.

Table 2 – Tourist Visit to DI Yogyakarta

Year	Number of Tourists
2014	3.346.180
2015	4.122.205
2016	4.548.574
2017	5.229.298
2018	5.689.091
2019	6.549.381

Source: *Tourism Statistics of the DI Yogyakarta Tourism Office, 2020.*

The growth in tourist visits ultimately affects the growth of other tourism elements such as tourist villages and tourism conscious groups, which shows that currently the tourism sector is growing to become one of the leading economic sectors in DI Yogyakarta as shown in Table 3.

Table 3 – Growth of Tourism Elements in DI Yogyakarta

No.	Element	Year			
		2016	2017	2018	2019
A	Number of Attractions				
1	Natural	10	12	17	32
2	Artificial	8	13	15	42
3	History	14	17	17	17
B	Number of Tourism Villages				
1	Up	24	24	25	48
2	Developing	30	30	57	39
3	Grow	31	31	50	48
4	Worth Selling	0	31	82	135
C	Number of Pokdarwis (Tourism Awareness Group)				
1	Gunungkidul	13	15	41	42
2	Kulon Progo	36	40	20	20
3	Sleman	31	36	15	15
4	Bantul	19	23	39	40
5	Yogyakarta	16	21	14	14

Source: *DI Yogyakarta Bappeda, 2019.*

The growth of the tourism sector will ultimately affect regional economic growth. One indication that can be seen is the decline in the number of poor people in the area. This is because tourism sector activities can absorb labor and become a new source of income which in turn will reduce the number of poor people in DI Yogyakarta as presented in Table 4.

Table 4 – Number of Poor Population, DI Yogyakarta 2016-2019

Name of Regency / City	Number of Poor Population (Thousands of people)			
	2016	2017	2018	2019
Bantul Regency	142.76	139.67	134.84	131.15
Sleman Regency	96.63	96.75	92.04	90.17
Gunungkidul Regency	139.15	135.74	125.76	123.08
Kulon Progo Regency	84.34	84.17	77.72	74.62
Yogyakarta City	32.06	32.20	29.75	29.45

Source: *Bappeda DI Yogyakarta Province, 2020.*

One of the leading forms of tourism in the DI Yogyakarta region which is currently very popularly developed is a tourist village. Through the development of tourism villages, local communities will get a positive impact from tourism activities because local people can be directly involved and play a role as the main actor in the process of tourism activities. However, for its implementation, the role of the government and the private sector is still needed in conducting guidance and empowerment of the community to increase the capacity of the community in terms of services and packaging of tourism products. For example, in the provision of souvenirs, it is hoped that most of the souvenirs sold in shops are produced by local residents. If the local community is given training on how to make good packaging, the souvenirs will be more attractive to tourists.

In addition, local communities will have a positive impact if 1) food and processed food items purchased by hotels, restaurants and tourists come from the local area, 2) local transportation is provided by local entrepreneurs, and 3) hotels and restaurants are owned by the local community. packaging local culture as a routine performing art.

For the construction of hotels and restaurants, local people as land owners will have limited capital. Therefore, it is better if the land owned by the residents is not released but instead leased out to investors so that good cooperation is needed between the private sector as the owner of capital and the local community as the owner of the land. The government focuses its role as a regulator, facilitator and promoter in the delivery of public services, while the private sector can be involved in the operation and distribution of public services. Public services are of course local in nature so an active role is needed from the local community so that tourism activities can be more effective (Dwiyanto, 1996).

According to Dorimulu (2016), currently the development of tourism activities is more concerned with the interests of investors so that it is more exploitative, the tourist attraction should be in nature that remains sustainable, beautiful panoramas, forests, water and sea that are not polluted, but the tourist attraction that is developing precisely in hotel services, restaurants and shops. In addition, the problem of tourism activities is that the government does not carry out continuous guidance in developing tourist villages so that many experience stagnation, while the role of the private sector is still limited to being a travel agency by prioritizing the principles of profit and business oriented, and local people have not opened up and change the mindset for the changes that occur (Wahyuni, 2014).

One example of tourism development that does not provide welfare benefits to local communities is Batoer Hill in Putat Tourism Village, Patuk District, Gunungkidul Regency. This is caused by the partnership pattern between the government, private sector and local communities that is not going well. This tourism village offers the charm of culinary tourism which is complemented by natural tourism in the form of views of terraced rice fields from a height.

At first Batoer Hill was established as a form of collaboration between the village government, investors and local communities that carried the concept of community empowerment through local potential which aims to improve community welfare. At the beginning of 2018, a problem occurred in which investors defaulted by not having the permit process handled by the government including the Environmental Impact Analysis (AMDAL) permit. Another thing that has been denied is the empowerment of local communities whose portions are decreasing, the absorption of local workers in the management of hotels and restaurants is no longer in accordance with what is stated in the agreement, the community cannot use the existing joglo for cultural activities in the form of art performances, as well as original Dusun cuisine. Batur Desa Wisata Putat is also not on the restaurant menu (Kusumo. 2018). In addition, local people feel that they have only been tricked by the village government and investors because the initial development of Batoer Hill (Dusun Batur) was intended to revive the economic wheels of the local community through tourism (Kusumo. 2018). The transparency of the cooperation agreement between the village government and investors was also a major problem which resulted in the closure of Batoer Hill.

Unlike Batoer Hill, Tembi Tourism Village is considered successful in improving community welfare through tourism activities. Dhiajeng (2013) said that the economic impact of tourism can be felt directly by the people of Tembi Tourism Village who are directly

involved in tourism activities. The process of economic empowerment in Tembi Tourism Village is able to meet the daily needs of the community, be able to reach productive sources, and participate in development (Rohana, 2014)

Based on the foregoing, this research will aim to answer the role of the government, the role of the private sector, and the participation of the local community on the welfare of the community in the Tourism Village.

METHODS OF RESEARCH

This research method uses a literature review. Literature reviews contain reviews, summaries, and writers' thoughts on several sources of literature (articles, books, slides, information from the internet, etc.) on the topics discussed. A good literature review must be relevant, current and adequate.

RESULTS AND DISCUSSION

The government's role in improving community welfare is also carried out in the process of forming a tourist village in Dlingo Village. According to (Minardi, 2015) the existence of clear coordination between the central, regional and village governments is greatly felt by the community in conducting community empowerment. The role of the government in Dlingo Tourism Village is as follows:

According to Pitana and Gayatri (2005) the role of local / village governments as facilitators by providing all facilities that support all programs held by the central government, besides that, also collaborates with various parties, both private and public. The role of the government in Dlingo Village to improve welfare includes providing subsidized funds to each hamlet in carrying out cultural activities and making and developing tourist attractions for the people's economic livelihood (Minardi, 2015).

The role of the government is to encourage the people of Dlingo Village to preserve their local culture, one of the ways is by organizing the Mataram Cultural Tourism Festival, which is an annual event. The economy of the community has increased with the development of tourist attractions in the form of pine forests and a country above the clouds where people can earn income by selling and providing homestays around tourist areas. This has an impact on people who do not even have a permanent job and do not yet have a livelihood to meet their daily needs to take advantage of the tourism activities developed. In this context, the government's role in developing tourism in general includes providing infrastructure (both facilities and infrastructure) and expanding various forms of facilities that support tourism activities.

Kuncoro (2004) states that local governments can accelerate development by improving the behavioral environment in their regions. This role may include streamlining the development process, improving planning procedures and establishing regulations. This is in line with research conducted by Haris et al (2020), the implementation of tourism development in Sinjai Regency is largely determined by the planning strategy and planning approach chosen. Through a strategic planning approach, it is hoped that the Bantul Regency Government can be more responsive in understanding the existence of organizations and the environment that are always changing dynamically and can assess the environment to identify strengths, weaknesses, opportunities and challenges.

According to Pitana and Gayatri (2005), the role of local government as a motivator is needed so that tourism business growth continues. Investors and local communities in the tourism sector are the main targets that need to be continuously motivated so that tourism development runs well. Research conducted by Minardi (2015) suggests that the government encourages residents who do not even have permanent jobs. For people who do not have access to tourism activities, they get a job by practicing goats, because doing goat farming is not detrimental but can become a permanent source of income for them, so that in the future they can fulfill their daily needs by exercising. In addition, to achieve bottom-up development, it is necessary to develop creative human resources.

Zulkarnain (2018) states that the success of the government's role in community empowerment in Tamaona Village is manifested in four broad outlines, namely: a) Human Development, where human development is carried out through socialization of empowerment programs and active involvement of community participation in development; b) Business Development, business development focuses on developing group businesses by providing capital loans for both savings and loan groups and farmer groups, business development in the agricultural sector is realized through various kinds of assistance provided either in the form of capital or in the form of seeds, fertilizers, and there is also rice insurance available. c) Community Development, community empowerment in maintaining the environment both protecting the natural environment and the social environment, the government implements a mutual cooperation system, which means that fostering the natural environment and the social environment is carried out in a spirit of mutual cooperation; and d) community empowerment in institutional development by providing easy and fast directions, services or recommendations for activities, facilitating the activities of community institutions and providing support to existing institutions for the implementation of the functions of these community institutions.

According to Pitana and Gayatri (2005), there are three roles of government, namely motivator, facilitator and dynamist. In its development, the role of the government as a dynamist in the pillar of good governance is not ideal enough. Tourism planning is only seen as the domain of government authority, however empirical experience shows that there are various limitations of the government in playing its function as a planner and manager of development. The government's disproportionate domination of information and power tends to mean that it has the authority to manage public resources, which in fact cannot be managed properly. The failure is that the government always views the public sector as a vertical sector, resulting in a long bureaucratic chain in public service that can lead to planning inconsistencies (Suardana, 2016).

In addition, in the research of Sunarjaya, Antara and Prasiasa (2018), stakeholder participation in the development of Munggu Tourism Village is known that community and government participation is still very minimal because funding problems have not been budgeted for. In fact, in order for ideal development to take place, the government, private sector and society must be able to work together well. The local government as one of the tourism development stakeholders has a role to synergize the three parties, so that a mutualism symbiosis is created for the sake of tourism development.

Idris, Nurul and Agus (2019) said that government participation is constrained by the lack of funding budget for the development of tourism owned, besides that there are still many tourism potentials that must be developed in Malang City. With limited funding, Malang City should ask for help from the private sector and local community participation, but the Malang City government has not been able to synergize the three parties. Another problem arises not only the lack of funds, such as research by Wirudchawong (2017). The Thai government tends to make a good statement that tourism generates large revenues for the country, but they tend to be interested in mega projects while ignoring social and environmental dimensions. This indicates that the government is still developing tourism development with a top down approach. In fact, the role of the government in developing tourist villages is very important because local communities need a clear commitment to increasing the capacity of local community resources, as well as preserving culture and the environment.

Apart from these problems, in 2020 tourism will experience a decrease in the number of visits due to the Covid-19 pandemic. The Covid-19 pandemic has halted global mobility on an unprecedented scale, causing global tourism to be severely disrupted. Various policies have been implemented so that the tourism sector will grow again so that people's welfare will improve. In 2021, the Indonesian government created a flagship program in which to recover the tourism sector due to the Covid 19 pandemic, superior programs, namely: 1) differentiation programs, Indonesian culinary packaging design grants, this program seeks to improve and develop creative Indonesian culinary actors through understanding the important function of packaging; 2) incubation program, development of craft, fashion, and

culinary MSMEs, the actors will receive assistance to produce sustainable products with better quality so that they have national competitiveness; 3) aksilaration program, a synergy-aligned action aimed at accelerating the growth of the creative economy in the Super Priority Destinations.

Broadly speaking, the government plays a role in preparing basic facilities and infrastructure that support tourism development, preparing various regulations related to tourism, facilitating the ease of traveling and doing business, and carrying out promotional and destination marketing activities. The role of local governments in destination development is as a regulator, facilitator, mediator and infrastructure provider. Destination development and industrial development require clear and wise regulations and integrated institutions from both private and government parties. One of the determining factors in the success of a program is cooperation between existing stakeholders.

The private sector takes more roles in the implementation and determination of steps with the community. The role of the private sector in policy implementation includes the contribution of funds through private investment which is useful to support the development and development process that will be carried out. The private sector also contributes in maintaining the results obtained from the projects and also provides a part of the investment returns from activities that have been operating.

The role of the private sector in the development of the tourism sector is very large and is the key to the success of tourism development and development itself. The role of the private sector in tourism is the implementation of policies on the contribution of experts, infrastructure development, and the use of technology. Of course, the freedom of the private sector's role as the manager of the tourism business must be opened as widely as possible so that their creativity in managing the tourism industry can be well honed. Resdiana and Tita (2019) said that the private sector as the owner of capital certainly plays a very important role in creating new motivations in the tourism industry as well as unique changes in the tourism business so that the business they manage is profitable.

The private sector in managing a tourism business certainly has a method for calculating the benefits and losses that are obtained. The private sector generally invests in tourism because there is an element of long-term benefits that they can get from a good, unique, attractive and fun tourism place management system. The most important strength of the private or private sector is its dynamic nature towards market developments and the strength of its capital (Yescombe, 2007). The role of the private sector is important as a trigger for economic activity in the regions to be developed. In public-private cooperation, the strengths and weaknesses of each sector can be combined to achieve maximum development goals.

The weakness of the government sector which is usually slow, underfunded, and far from market conditions can be covered by the strength of the private sector which can enter the realm of providing funding and developing business flows to support economic activity in a region, as well as business planning that can target potential the most likely tourist market to be targeted (Bjärstig & Sandström, 2017).

According to Lickorish, Jefferson, Blodlender, and Jenkins (1994), the role of the private sector in cooperation between the government and the private sector is the development and provision of accommodation facilities, the creation of souvenir shops, the provision of entertainment facilities, supporting transportation facilities, and supporting the development of tourist attractions. Rahman (2019) said that the participation of the tourism industry is never separated in the development of a tourist destination, especially when the tourist destination is very well known and loved by all people. An example is in Tembi Tourism Village. The industry that has been heavily involved in the development of this tourist village is the Tour and Travel Agent. The existence of this tourism support industry will ultimately make it easier for tourists or guests who come from outside the city or from within the city to know and get to know the tourist village more and enjoy the comfort and service that is different from other tourist villages / villages. Through the Tour and Travel Agent, this tourist attraction and accommodation accommodation can be accessed more quickly, safely, and accurately through the promotional information website provided on the Tour and Travel

Wirudchawong (2017), tour operators are very important in the development of tourist villages, but foreign tour operators are an obstacle for the tourism village products themselves. Tour operators prefer mass tourism, they are reluctant to sell tourist villages because of the limited infrastructure they have. In addition to limited infrastructure, visiting a tourist village usually takes a long time and the service of human resources is also not good, this is what makes tour operators lazy to sell tourist villages. So the need for the role of the private sector in service providers and service providers, responding to the needs of society and consumers, helping to promote, and conducting human resource development.

The role of each sector and the implementation of tourism destination development programs is the key so that a tourist destination can develop into the center (core) of the tourism industry. The concept of the center (core) and the periphery (periphery) itself was put forward by Papatheodorou (2006) who considered that an area would become the center of the tourism industry if it had diversity and completeness of tourist attractions, easy access to tourist information centers, and complete amenities to support tourism activities.

Tembi Cultural House is an example of a form of investment that can go hand in hand with the Tourism Village or Cultural Village in the vicinity. Tembi Cultural House is a privately owned accommodation located in the area. The existence of the Tembi Cultural House seems to be part of the Tembi Cultural Village where one another complements and strengthens each other's charms. Tembi Cultural House, Tembi Guest House and De'Oemah Tembi are privately owned but managed by local communities. If the Guest House and De'Oemah are full, they will still help promote the homestay owned by residents. The private sector plays a role as the organizer of the tourism business in accordance with business ethics in the community by being responsible for sustainability. The role of the private sector as a profit-oriented institution must also take responsibility for environmental sustainability as the main capital of tourism. Private partnerships with the community and government are needed to achieve sustainable tourism. A symbiotic relationship mutualism must be built with formal and non-formal approaches. Several successful tourism destinations involve many parties, one of which is because they build a non-formal approach between the private sector and the government.

Astawa (2002), states that the participation of community members is the involvement of community members in development. The involvement of community members in development from the time the activities are in the planning stage to the implementation of programs carried out in the local community is one form of active community empowerment. Especially when the development program that is carried out is oriented towards achieving development results and is carried out by the community effectively and efficiently both from the input or input aspects (human resources, funds, equipment / facilities, data, plans, and technology), process aspects (implementation, monitoring and supervision.), as well as the output or output aspects (achieving effective and efficient goals). Ndraha (1994) concluded that there are three important elements of participation, namely 1) mental participation means and emotional involvement, 2) motivates persons to contribute to the situation, and 3) encourage people to accept responsibility in activity.

The local institution itself can be defined as an association of local communities that is responsible for all processes of development activities in the area where they live (Uphoff, 1989). This local institution is also part of social life which has the distinctive characteristics of living together to form a stronger network of social life with the people it leads, both internally and externally. From the internal side, local institutions move with the strength of social capital to achieve their collective goals. Meanwhile, from the external side, local institutions build partnerships with other stakeholders to accommodate their roles and participation in development (Santoso, 2008).

Furthermore, Mubyarto (1998) provides a different definition of a local institution, namely as a "container" for all efforts and activities of village communities in the development process so as to help lighten the duties of the village government in order to create a village that is developed and independent. The essence of the presence of local institutions in tourism village development is as the party responsible for business managerial activities because basically local institutions have the legal authority to regulate every tourism planning

and development activity with several guidelines or provisions that follow (Rahmawati, 2006). Stakeholder participation in tourism planning is very important for destination development. The development of this tourism destination is expected to foster economic activity to improve the welfare of local communities. The results of research by Nguyeng, Lee and David (2020) show that stakeholder participation in tourism planning in Sapa, Vietnam, followed a top-down approach, due to little structural support for local community participation. This result is in line with the research of Downe et al. (2016) which shows that local communities in most developing countries tend to have limitations in decision making due to the dominance of political elites, which in fact places them in subordinate positions.

Tosun (2006) has considered types of community participation, described as spontaneous, induced and coercive, in which the induced participation is top-down, mostly indirect, and manipulated. This situation is also known as passive participation, which occurs when people are involved in implementing decisions without prior deliberation. Thus, a shift from top-down tourism planning to a participatory approach is needed, and more local tourism stakeholders need to be involved in tourism planning in Sapa.

There is an opposing view between the high position of the government and the low level of active community participation in tourism planning. Such divergent views are likely to add to the difficulty of a collaborative approach to tourism planning. The lack of a shared vision between the two groups is one of the main criticisms of community-based tourism and participatory approaches (Sautter and Leisen, 1999). Moreover, moving towards participatory tourism development policies requires decentralized governance, including tourism planning. Therefore, local governments must reflect the concerns and interests of tourism stakeholders in their administrative areas. In addition, a formal forum is needed for regular interactions between tourism stakeholders to discuss and share ideas about tourism planning and development in tourism settings.

Hall (2008) also argues that to strengthen destination management, stakeholders need to work together and implement a bottom-up management system, provide educational programs to inform public perceptions, and conduct scientific research on resources of tourism interest. Nguyeng, Lee and David (2020) need open information, good access to education for stakeholders so that the community participation process in developing countries can be bottom-up. Community participation is the key to success in developing a tourist village (Rosliana, 2017).

Community based tourism is a tourism development method involving active community participation. Johson in Syah (2019) explains that Community Based Tourism (CBT) is a process in which tourism is used as a tool in community development, starting from the active participation of local communities in building community capacity when managing tourism, so that government or private parties can interact directly with the community. in the tourism development process.

Indrayani and Setiawina (2017) suggest that community participation has a positive and significant relationship to the welfare of the people in Nusa Penida. The community is active on a daily basis in meeting activities to provide input related to tourism and is directly involved in tourism activities. The active role of the community will be able to maintain environmental aspects by preserving tourism objects, socio-cultural aspects by maintaining the original culture of the area that tourists are interested in, as well as economic aspects that can open up employment opportunities. The people of Nusa Penida stated that the sustainability of tourism is felt to be able to open jobs and increase income for families. People feel that since tourism has developed, access to health has become easier, they are more focused on children's education and can have savings for tomorrow.

The concept of community-based tourism is the basis for sustainable tourism development which emphasizes that society is no longer the object of development, but as a determinant of development itself (Ardika, 2011). Emphasis on traditional life patterns is an important thing to consider, preparing for spontaneous interactions between the community and tourists or visitors to be able to provide visitors with understanding and knowledge about the local environment and culture in addition to giving local people a sense of pride in their culture.

The emergence of the phenomenon of community-based tourism management is a criticism of tourism management that is carried out without involving the community and is seen as being unable to empower the community. Community-based tourism (CBT) is a tourism management concept by prioritizing active community participation with the aim of providing welfare for them while maintaining environmental quality, and protecting their social and cultural life. According to Lin and David (2017) community participation has played an important role in planning and implementing tourism destination plans in Jiao China so that the concept of community-based tourism is compatible with sustainable tourism which requires community participation.

Community-based tourism promotes a bottom-up approach, while sustainable tourism promotes a top-down approach. The bottom-up approach implies that the initiative for tourism development comes from the community, while in the top-down approach, the initiative comes from the government (Baskoro, and Cecep 2008). The implementation of community-based tourism is considered capable of providing various benefits for the community, namely increased welfare, protection of the environment, and protection of their social and cultural life. Tourism management that involves the community does not occur in conventional tourism which prioritizes the number of visitors by ignoring or paying less attention to community participation.

The collaborative approach began to emerge as a response to the demands of the need for new, democratic resource management, recognizing the expansion of the human dimension in managing choices, managing uncertainty, the complexity of potential decisions and building understanding, supporting ownership of shared choices (Wondolleck and Yafee, 2000). The results of several studies show that the motivation for stakeholders to collaborate is that collaboration will give positive results, the choice of achieving solutions for their interests, it is necessary to achieve a fair agreement among stakeholders, each stakeholder has the capacity to participate in management, other key stakeholders agree to collaborate (Gray, 1989). In addition, collaboration between structured networks led by non-governmental organizations organized by the government has the potential to become the dominant paradigm of community participation in tourism planning in China (Lin and David, 2017)

As tourism planning is multi-sectoral and multi-aspect and multi-regional planning, collaborative planning is needed as a process towards integrated planning both hierarchically (province, district, city) and sectorally (various institutions / ministries). In order for collaborative planning to be realized, what must be considered are: (a) All parties involved are willing to open up, so that "trust" or mutual trust appears between the various parties who will collaborate. All parties must be open, honest, respectful and respectful, so that conflicts do not arise. (b) The approach must be cooperative or synergized, it does not mean that there is no competition, competition may exist but must be maintained as an effort to drive a common goal. (c) Each party positions itself the same or there is equality so there is no high or low, but they differ in roles, for example: government as a mediator, facilitator and legislator. Meanwhile, the private sector acts as a practitioner and investor.

Persada (2018) says that society plays a role in supporting Sapta Pesona and providing tourism / creative economy services. The community is the object and subject of tourism itself, but on the other hand the community can become an obstacle to tourism development in a destination. Therefore people must know exactly what their role is and tourism is for their well-being too. Continuous assistance from the government, NGOs and the private sector can increase the role of the community in regional tourism development to improve welfare.

Setyawati (2015) states that success in the management of a tourism village is emphasized on several concepts: 1) network, in Tembi Tourism Village requires the participation of the village community who collaborates with village officials and managers from the private sector in Tembi Village. 2) the aspect of reciprocity in Tembi Village where this aspect has been carried out by various parties in Tembi Tourism Village properly, there is reciprocity made between the managers of Tembi Tourism Village, private village management and the original community of Tambi Village. 3) aspects of trust, Tembi Village

is already classified as good, which means that the management can foster a sense of trust in the community. 4) aspects of social norms, in Tembi Village society are still classified as not good, the role of social capital related to social norms is still complained by residents of Tembi Tourism Village related to late night musical performances and waste management. 5) the aspects of values in Tembi Tourism Village are shown by several activities in Tembi Tourism Village with the prevailing values in the community. The six social capitals of Tembi Tourism Village play an active role in the management and development of Tembi Tourism Village, Sewon District, Bantul Regency

In addition, Pokdarwis has many roles in developing Tembi Tourism Village, one of which is in developing tourist attractions. Tourist attraction is something that can attract tourists to come to see and enjoy what is presented in a tourist village. Pokdarwis must have the initiative to make an innovation in developing tourist attractions so that tourists can be entertained with attractions that are not monotonous so that they can attract more tourists. Tourist attractions that have been successfully developed to date in Tembi Tourism Village are dance, musical music, bangbung music performances (bamboo musical instruments), gejog lesung (grain mashing activities), traditional children's games, handicraft crafts, various culinary delights, and education on planting or harvesting rice. The progress of tourist attractions in Tembi Tourism Village has indeed received a lot of appreciation from tourists who visit there, because many tourists are interested in watching several new tourist attractions (Putra, 2013). In addition, Pokdarwis received full support from the government and the private sector in organizing an annual event in Tembi Tourism Village.

The results achieved in the development of Wisat Tembi Village in empowering the community's economy are through homestays, crafts, outbound activities, culinary delights and music. Rohana (2014) argues that the community's economy is increasing compared to before where people are currently able to meet their daily needs, even those of a secondary or tertiary nature. The community is able to take advantage of natural resources, such as rice fields, materials used for making handicrafts such as pandan leaves and mending. If productive sources can be reached, then the standard of living will increase. This can be realized as it is today because of the participation of the community and support from the government in empowering the community and the private sector in facilitating the needs of accommodation and facilities with very large capital.

The implication of this research is that this research can be used as a reference in improving people's welfare because this study uses a literature review so that it can underlie decisions that can be formulated by the government supported by the private sector and communities participation for improving welfare based on theories and previous research.

CONCLUSION

The role of government as a facilitator, motivator and dynamist is very important to bridge the cooperative relationship between the public and the private sector in tourism development. The most important role for the government is to seek community participation in every stage of tourism development starting from planning, implementation, monitoring and evaluation of activities. Through bottom-up policies, it is hoped that tourism development programs can run optimally in realizing people's welfare because they are in accordance with the aspirations and potentials of the community. In tourism development, good cooperation between the local community and the private sector is needed because the private sector as the owner of capital must pay attention to the environmental, economic, social and cultural sustainability of the local community. The local community is the main actor who plays a role in tourism development, therefore the maximum participation of the local community in tourism activities is a key factor in tourism development. With the large amount of access given and participation in local communities, it is hoped that this will improve the welfare of the community. The success of tourism activities in Tembi Tourism Village is based on the existence of a good network of cooperation between the government, private sector and local communities.

The limitation of this study is that this study only uses literature studies which do not

represent the results in the field. Future studies may add other research techniques with methods of qualitative and / or quantitative so it can take samples in the field which will strengthen the research results.

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