

## COMMUNITY-BASED TOURISM DEVELOPEMENT IN IMPROVING COMMUNITY WELFARE IN THE MANDALIKA SPECIAL ECONOMIC ZONE

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### Abstract

*Community based tourism is developed based on the balance and conformity of stakeholder from multiple agencies including government, private entities and community. The development of community-based tourism, theoretically, emphasis on the tourism development 'from community, by community, and for community' in order to achieve the improvement of community welfare. Therefore, the development should be holistic both in the development of infrastructure in facilities and amenities and also the development of human resources through education, health support etc. The research aims to find direct connection (impact) of community-based tourism to community welfare in the Mandalika Special Economic Zone. This is associative research on community-based tourism employs primary and secondary data through observation, interview and in-depth interview. The data collection went through SEM-PLS, particularly with Likert Scale. Meanwhile, the sample of the research were both tourist and business owners of 257 people in the Mandalika Special Economic Zone in Central Lombok. The results and findings indicate that the development of community-based tourism is a leading factor in the formation of community welfare in the area. This is a prove of the development of community-based tourism has significant and direct impact towards community welfare.*

**Keywords:** *community-based tourism, and community welfare*

### INTRODUCTION

Community-Based Tourism (CBT) is a community-based approach which promotes community's active participation – as a producer, owner, decision maker in the development of a tourist destination. Being considered as one of the foundations of sustainable development, the CBT provides access to new jobs as well as increase community welfare. The impacts can then be a driving force for the locals to enrich and promote their tourism industry independently (Quynh, 2020). CBT emphasizes on activities in which the community engages in active decision making. It is to say that the community is the main provider of tourism products and services (Lucchetti & Font, 2013). Economically speaking, CBT allows wider job opportunities, leads to better infrastructure and promotes collaboration among the related sectors (Tasci et al., 2013). However, to achieve the results, CBT and commercialization of the tourism industry should walk hand in hand. In other word, CBT must, mainly, take into account consumer satisfaction.

Community-based Tourism (CBT) could also reduce the negative impacts of tourism industry. With the increase in popularity comes increased community welfare. The benefits must be channeled to the people as their welfare is the main indicator whether or not CBT is successful (Mearns & Lukhele, 2015; Arintoko et al., 2020; Kazimoto, 2013). In some cases, the tourism activities only benefit certain groups. Bigger businesses dominate the market – hotels, bigger homestays, travel agents (Giampicoli et al., 2020). Therefore, better interventions and measures must be in place in regard to the tourism management. There is no option but to emphasis on the local community welfare and assist them to manage their own industry.

Many research promotes CBT as a brand-new approach to reduce poverty and as a way to meet sustainable business development (Bramwell, 2010; Choi & Murray, 2010). CBT offers locally-developed products and emphasizes partnership among state-owned enterprises as well as measures the sustainability itself – all are to achieve well-being (Khan, Bibi, Lorenzo, Lyu, & Babar, 2020). Overall, in the long term, CBT is a way for the national government to achieve its national agenda.

Apart from the COVID-19 impacts, Indonesian government has put all measurement into place. For example, in the first half of 2020, the government raises the budget for its National Economic Recovery (Pemulihan Ekonomi Nasional or PEN), of which the effort to accelerate the disbursement of the funds still need to be accelerated. The PEN is achieved through two different sides; demand and supply. The former is to increase citizens' purchasing power while the latter is to reduce unemployment rates (the Finance Ministry, 2020). Some sectors which are at risk are commerce, manufacture, construction, services and accommodation. In the sub-national level, it directly affects small industries, discovering more layers of poverties such as unemployment (Central Lombok Department of Menpower and Transmigration, 2019).

**Table 1.**  
**Unemployments in West Nusa Tenggara Regions in 2018 (by numbers)**

Districts	Employed	Unemployed	Domestic Chores	Others
West Lombok	316.827	10.749	37.171	16.532
Central Lombok	446.246	13.338	56.089	24.387
East Lombok	540.513	20.422	49.335	42.830
Sumbawa	205.672	8.522	20.223	12.383
Dompu	103.112	2.488	14.044	2.502
Bima	243.632	3.836	23.621	10.217
West Sumbawa	583.600	3.168	8.422	3.758
North Lombok	106.043	1.877	9.899	5.623
Mataram Municipality	212.434	12.000	44.179	12.737
Bima Municipality	83.905	3.049	10.357	2.614
Total	2.316.720	79.449	273.340	133.583

Source: (BPS – Statistics Indonesia, West Nusa Tenggara Province, 2019)

The Table 1 shows that, by August 2018, the total workforce were 2,396,169. It was notably comprised of 13,338 of the population in Central Lombok were unemployed and solely focused on their domestic chores, the lowest among other regions in the same period. According to Central Lombok Department of Manpower and Transmigration (2019), some sectors experienced increased employment rates; industrial sector (2.91%) and construction sector (0.90%). During August 2019, 36.93% of the population worked part-time (approximately 35 hours a week). Looking at that sign, there is a need for the district government to promote more collaboration.

Unemployment is the main distractor of regional development whereas lack of access to jobs contributes directly to the issue (Tambunan, 2011). Meanwhile, high open unemployment rate is the deterioration. Central Lombok government has been conducting interventions to reduce the rates. Unfortunately, the annual reduction rate has been quite low as shown in the following table.

**Table 2.**  
**The Poverty Indeks in Central Lombok between 2016 and 2019**

Poverty	Poverty Rate			
	2016	2017	2018	2019
Underprivilege Population	145,37	142,14	130,00	128,82
Percentage of Underprivilege Population	15,80	15,31	13,87	13,63
Poverty Gap Index	2,74	2,81	2,31	2,33
Poverty Severity Index	0,64	0,75	0,54	0,25

Source: (BPS – Statistics Indonesia, West Nusa Tenggara Province, 2020)

It is clear from the table that the poverty reduction in the region had been small from time to time. Apart from lower poverty index in 2019, compared to 2018, it was still below the national index. Looking specifically at the 2019 trend, there were only 128,820 reductions, which was equal to 13.63%. the synchronisation of the related programs among national and sub-national authorities has been deemed as the main culprit (BPS – Statistics Indonesia of Central Lombok, 2021). This is also said to be the main predictor of how and why poverty rate reduction is still low in Central Lombok, leading to more discoveries of poverty (Amin, 2018). That being said, at the exception of the quantity and continuity, the quality of job market available has yet to be satisfactory. Ironically, in Central Lombok, the skilled-labours comprise low earning workforce group whose minimum wage is extremely low – part-time teachers are the main example.

CBT is widely recognised for its local community economic empowerment because it often improves the quality of both infrastructure and enhance the quality of life of the population (Dodds, Ali & Galaski, 2018; Kayat, Ramli, Mat-Kasim & Abdul-Razak, 2014). It also offers opportunities ofr the residents to value and respect local ecosystems (Brunt & Courtney, 1999; Ruiz-Ballesteros, 2011). Overall, successfully implemented CBT projects can help alleviate poverty as the contribute to community development, thereby realising the SDGs. However, many CBT projects around the world often struggle to achieve financial stability and thus fail to bring economic benefits that CBT supposes to offer because their governance and structures are not agile enough to respond to free

market supply and demand (Kiss, 2004; Mueller et al., 2020). These include monetary aspects (e.g., communities do not have the financial power to develop tourist sites and attractions), funding aspects (e.g., government support, donor organisations or NGOs), and lack of knowledge among community members (e.g., how to offer attractive prices to attract more visitors). In particular, the reduction in government and donor support could hinder the CBT development in certain areas as the system cannot be well-established without financial support (Hall, 2007; Kunjuraman & Hussin, 2017). Many research also show that the absence of capital and financial resources is also the major challenge faced by CBT projects (Aref, 2011; Kunjuraman & Hussin, 2017).

The existence of tourism development in the Mandalika Special Economic Zone is an attractive investment strategy. Therefore, one of the government's concerns is how the local community can maximise the existence of the economic zone as the vehicle to increase economic growth. The Mandalika Special Economic Zone is expected to be a way for everyone to manage tourism potentials and bring a huge financial benefit to the people of Central Lombok Region. Therefore, the regional government must be able to build international competitiveness, and be proactive, innovative and constructive. Indeed, by prioritising the spirit and synergistic cooperation between local governments, the business entities and the community, so that together all of the parties can build sustainable and healthy competition. In addition, as an essential area for economic growth, the Mandalika Special Economic Zone is a magnet for investors, especially those who intend to invest in this developing area (Central Lombok Regency Tourism Office, 2018).

Based on the problems mentioned above, as well as the relevance to the literature, this study formulates a research problem as well as attempts to establish a problem-solving model. The research problems formulated are that the current conditions of unemployment and poverty in Central Lombok Regency are still very concerning. Hence, this research also provides implications of developing community-based tourism in order to improve the welfare of the local community, especially in regard to measurement and policies being generated by the local government in the Mandalika Special Economic Zone. Tourism can be considered as main income generation at its highest level whereas community involvement in the tourism model implementation is a must. It was found that if the tourism development is managed optimally by the regional government and related agencies, but with the lack of participation by the local community, this can create a less harmonious atmosphere between the community and the government (Yahya, 2017). In fact, the increase in tourism sector will create jobs for the surrounding community and can reduce the number of unemployment and poverty in Central Lombok regency, so as to create prosperity and sustainable tourism development.

### **1.1. Research Problem Formulation**

Based on the above research background, the formulation of the research problem is how to direct influence of community-based tourism development (X) on welfare (Y) of the people around the Mandalika Special Economic Zone.

### 1.2. Research Aim

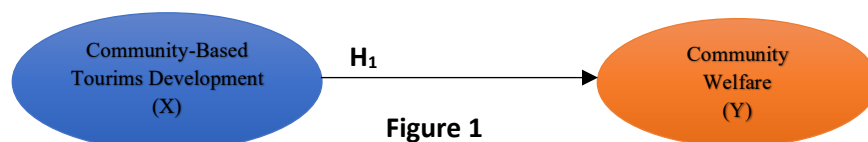
Based on the background and problem formulation described previously, the research was conducted with the aim of finding the direct effect of community-based tourism development (X) on the welfare (Y) of the people in the Mandalika Special Economic Zone.

### 1.3. Expected Impacts

This research is expected to be an input for researchers, academics, and future researchers in the field of community-based tourism. Theoretically, the authors gain insight into the development of community-based tourism (X) on welfare (Y) in Central Lombok Regency, specifically around the Mandalika Special Economic Zone. The practical benefits of this research are as additional information, input and material for consideration of local government officials to make improvements towards the regional development. It can all be achieved by starting with matters related to the understanding of welfare indicators, namely proper education, income distribution of traders, and the quality of health that is increasing and evenly distributed. It is hoped that this research can also inform the local government, specifically, the Central Lombok municipalities and the West Nusa Tenggara government officers in general, and will serve as the basis for establishing policies related to sustainable tourism development in improving the local welfare.

### CONCEPTUALIZATION MODEL AND HYPOTHESIS

Hypothesis of the research is the development of community-based tourism (X) has positive impacts on welfare (Y) of community in the Mandalika Special Economic Zone. Specifically, the influence between variables can be visualized as shown the Figure 1 below.



**Figure 1**  
**Framework for Community-Based Tourism Development for Community Welfare in the Mandalika Special Economic Zone**

### RESEARCH METHOD

Research data analysis employs descriptive statistic and inferential statistics (inductive) technique. Meanwhile, descriptive approach is used to find out whole picture of all research variables. While the inferential statistics approach is used to analyze community-based tourism development (Y) impacts towards community welfare (X) in the Mandalika Special Economic Zone through SEM (Structural Equation Modelling) based on PLS covariance (*Partial Least Squares*) as an alternative to SEM covariance-based.

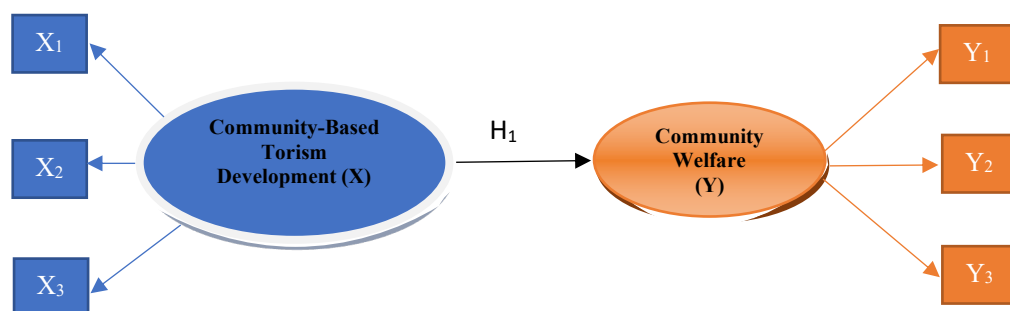
The results of the analysis are interpreted and discussed as research findings, and as latest information and recommendation to stakeholders especially policy makers in West Nusa Tenggara.

Data processing is initially performed by data editing, data entry to computer and data sequencing. In the initial stage for main activity are editing, coding and data tabulation (Churchill, Jr., 1983; Zikmund, 1994). Data editing involves checking and correcting of each questionnaire or observation format in order to obtain minimum quality standard for the raw data. Data completeness checking, instrument readability, consistency and response uniformity are included in the process. Meanwhile coding is a technical procedure for data categorization – assigning numeric symbols to data collection – so that it could be tabulated, calculated and transferred to a computer for processing stage.

Based on the research concept in Figure 1, the data analysis used in this study is quantitative analysis. This approach is employed to answer the first, second and third problem through partial Least Square (PLS) analysis. PLS can be used as an alternative to Structural Equation Modelling – weak theoretical basis – as a theory validation (Wold, 1966). In addition to that, PLS is a method that uses SEM (Structural Equation Modeling) model that is employed to overcome the connection problem between complex variables but the data amount is small (30 – 100), as SEM method has minimum data sample size of 100 (Hair *et al.* 2010).

The regression analysis method seemed unable to answer the research problem, therefore, SEM method was used. Structural Equation Modeling (SEM) is one of the methods currently used to cover the weaknesses of the regression methods where grouping SEM into two approaches. The first approach is called Covariance Based SEM (CBSEM) and the other approach is Variance Based SEM or known as PLS or Partial Least Squares (Hussein 2015:1) The PLS analysis steps are as follows: (1) Designing a structural model (inner model); (2) designing a measurement model (outer model); (3) Constructing a path diagram; (4) Converting a path diagram to a equations system; (5) Estimation of path coefficients, Loading and Weight; (6) Goodness of Fit Evaluation and; (7) Hypothesis testing (Resampling Bootstrapping)

The method in this research uses PLS analysis tool with a description of path of the variables studied, as shown in Figure 2 below:



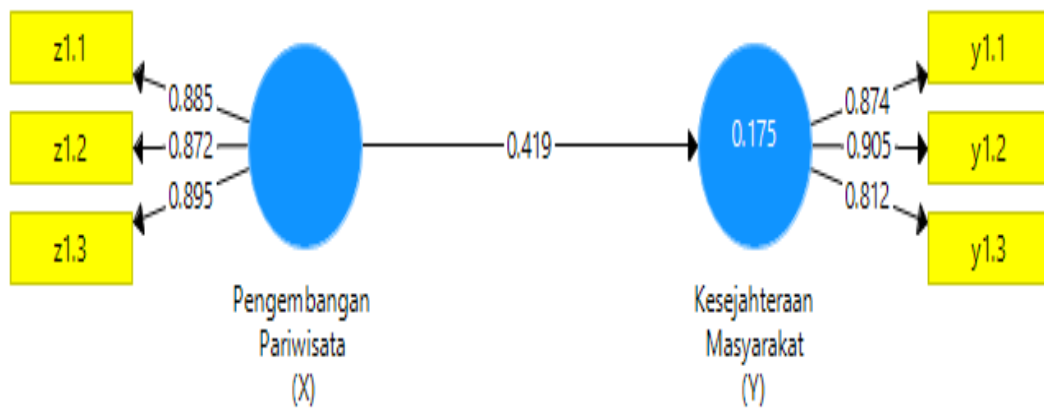
**Figure 2**  
**Research Flow of Community-Based Tourism Development (X) on Community Welfare (Y) in the Mandalike Special Economic Zone**

## RESULT AND DISCUSSION

The data analysis method used in this research is quantitative analysis in order to answer first, second and third problem through Partial Least Square (PLS) analysis. This method is an alternative to Structural Equation Modeling – weak theoretical basis – as a theory validation (Wold, 1966). In addition to that, PLS is a method that uses SEM (Structural Equation Modeling) model that is employed to overcome the connection problem between complex variables but the data amount is small (30 – 100), as SEM method has minimum data sample size of 100 (Hair *et al.* 2010).

Population is a total amount of all values that can be calculated based on measurements – both qualitative and quantitative of certain characteristics – from complete and clear set of objects which property can be mapped (Saunders *et al.*, 2009), meanwhile according to Suharsimi (2006) research population is the whole research subject. Whereas, sample is part of the number and characteristics owned by the population, Dawson (2002). In this study, the authors used sample of 257 people/families both tourist and business owners which were gathered from survey in the Mandalika Special Economic Zone.

This study uses structural equation modeling to test the proposed hypothesis using SmartPLS software version 3.0 which produces Structural Equation Modeling. A detailed explanation of the result of the structural equation model analysis is shown in Figure 3 below.



**Figure 3.**  
**Structural Equivalence Model of Community-Based Tourism Development on Community Welfare in the Mandalika Special Economic Zone**

In Figure 3, through SPSS processing, shows that the value of community-based tourism development on community welfare is 0.419 that demonstrate all variables are reliable. Based on that manifestation, the instrument and sub-concept driven items have good reliability and validity values in order to be analyzed further. The structural equation model employed in this study is a first order structural equation modeling (SEM) that shows community-based tourism development (X) has the strongest correlation with voting indicator in the form of decision on tourism development (X<sub>1.3</sub>) with its correlation

coefficient of 0.896. Meanwhile, community welfare (Y) has strongest correlation with community income level indicator (Y<sub>1.2</sub>) with a correlation coefficient of 0.905.

#### Outer Model

Ferdinand (2014) suggests that composite reliability is used for reflective indicators that aim to measure internal consistency of a construct. High composite reliability has a value > 0.7, but it is not absolute standard. The result of the composite reliability analysis is presented in Table 3 below.

**Table 3.**  
**Composite Reliability, Average Variance Extracted (AVE) and Alpha Cronbach Indicator of Community-Based Tourism Development on Community Welfare**

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Community-based Tourism Development	0,863	0,891	0,915	0,781
Community welfare	0,833	0,860	0,899	0,748

Source: Attachment 1

Table 3 shows that the variable of community-based tourism development (X) has the highest Composite reliability (CR) index with a loading factor of 0.915 and the community variable (Y) has the lowest composite reliability index with a loading factor of 0.899. Furthermore, it can be concluded that all construct with reflective indicators meet the composite reliability requirements as the value is more than 0.7.

#### Inner Model

The evaluation of inner model can be seen from several indicators which include the R-Square index (R<sup>2</sup>), Predictive Relevance (Q<sup>2</sup>) and Goodness of Fit Index (GoF). Along with that, model suitability test was evaluated by looking at the variance percentage of R-Square (R<sup>2</sup>) index for endogenous latent construct. The R-Square coefficient analysis is shown in Table 4 below.

**Table 4.**  
**R-Square (R<sup>2</sup>) Test Value**

	R Square	Description
Community Welfare (Y)	0.175	Weak

Source: Attachment 2

Table 4 shows that the direction of endogenous latent construct arrow on community welfare (Y) classified as 'weak' with R-Square value of 0.175 less than value of 0.33. It means that the Q-Square valued for less than zero has a low Predictive Relevance. The quality of the observation value - generated by the model and the ability to estimate parameters - is measured by Predictive Relevance or Q-Square on endogenous construct. Moreover, if the Q-Square value is more than zero, it means that the structural model has a Predictive Relevance level.



### Hypothesis

The step of the direct influence of the research is known through the value indicated by each measure of the relationship between significant and insignificant latent constructs. The significance level of probability is seen from the p-values that are below 0.005 or  $p < 0.005$ . The p-values of less than 0.005 indicates the latent construction is significant both in terms of direct and indirect effects. If the p-values are more than 0.05, it indicates that the latent construct is not significant. The following Table 5, along with the explanation, shows that the test of the direct effect of latent variables.

**Table 5**  
**Test of the Direct Effect of Latent Variables**

<b>Clausal Correlation of Latent Variables</b>	<b>Original Sample</b>	<b>Sample Mean</b>	<b>Standard Deviation</b>	<b>T Statistics</b>	<b>P Values</b>
Community-based tourism development (X) towards community welfare (Y)	0.419	0.433	0.070	5.962	0.000

Source: attachment 3

Looking at Table 5, the results show that the regression coefficient value is 0.419, has a t-statistic value of 5.962 and p-values 0.000. Based on the use of significance level (5%), it is known that the t-statistics is greater than the critical t-table of 1.96. It can be assumed that the development of community-based tourism has positive and significant impact on the welfare of the community. It can be increasingly influential if the development of community-based tourism can run well and directed.

### Discussion

Community-based tourism (CBT) can be defined as “tourism that is organised, managed and supplied by local communities in a particular area” (Terencia, 2018, p.26). In a more comprehensive perspective, CBT also means “tourism that is planned, developed, owned and managed by the community for the community and for the community, guided by collective decision-making, responsibilities access, ownership and benefits” (Tasci et al., 2013). CBT builds upon its potential through empowerment and encouraging the community to be involved in planning, evaluating and managing resources for tourism development (Giampicoli, 2018). Although the term CBT is conceptualised in different ways, it still has three common attributes – communities are the main beneficiaries of tourism development, communities are the co-producers of tourism operations and communities are planners and supervisors of tourism development of the destinations in which they live (Asker et al., 2010).

The hypothesis testing in this study proves that the development of community-based tourism has a positive and significant impact on the welfare of the people in the Mandalika Special Economic Zone. These results indicate that, the welfare can have a better effect if the development of community-based tourism can run well and directed.

This is in line with the theoretical and empirical studies of community-based tourism development in the Special Economic Zone.

Community-based tourism development can be run through various programs, one of which is village-based tourism programs. The development of village-based tourism initiatives is intended to provide power as well as one of the efforts to reduce poverty in an area by cultivating the local potentials that exist in the area. Hence, by going through the tourism village, the community benefits from the large number of incoming tourists. The existence of the tourism initiative will also provide useful benefits to increase people's income. This is as stated in the Regulation of Indonesian Tourism Ministry Number 29 of 2015 namely the development of rural-based tourism (tourism villages) will drive tourism economic activity in rural areas which later can tackle urbanisation issues.

### **Findings**

The development of community-based tourism is the basis of strong character for welfare of the people in the Mandalika Special Economic Zone. It is proven that the development of community-based tourism has a significant trajectory and direct influence as a predictor in community welfare. Strong intentions and concrete actions taken by both the national and sub-national governing bodies – facilities and infrastructure development in the form of adequate infrastructure and industrial centres in tourism destinations. The tourism industry has the ability to attract attention through its natural wealth and cultural arts (Nye, 2017). The essence of community-based tourism is community participation, namely community involvement in planning, implementing, and evaluating tourism development (Garrod, 2013). Policy development is the key to achieving success (Lumaksono et al., 2012).

In this case, in line with Garrod's (2013) research, the community must involve in three main stages; first, the planning stage (participation in decision making). There are agro-tourism groups, for example, that package nature-based products or art studio groups. The community involvement creates a sense of optimism for other local communities who can participate in contact share holders for the sustainability of tourism activities. Therefore, it can be concluded that local community participation in this phase leads to citizen power.

Second, the program implementation stage (participation in the implementation). One of the notable examples is developing agricultural businesses that can produce a multiplier effect (as a tourist attraction). This is also another form of conservation of sustainable development in conjunction with community-based tourism. In addition, there are also art studio groups to prepare cultural attractions in the form of local dances, hand-weaving products, folklores and traditional clothing techniques. Another action that can be taken by local communities is the development of tourism facilities and infrastructure with the aim of providing comfort for tourists.

Third, the evaluation stage (participation in evaluation). The argument built in this phase is the justification process for the management of the Mandalika Special Economic Zone in terms of various dimensions along with the tourism dynamics that occur in the

special zone, including: the development of formulations of both natural and cultural tourist attractions. The development is seen from then physical aspects of the preparation such as rejuvenation of facilities at each destination so that the providers can meet the needs of tourists along with the better packaging of progressive cultural attractions. In addition, evaluation is also carried out on aspects of services provided by the community to tourists. This is related to community empowerment programs carried out by non-governmental organisations and the government to continue to improve local human capital management.

### **Conclusion and Implication**

Community-based tourism development (X) has a positive and significant impact on community welfare (Y). This study uses respondents' perceptions in providing support for the direction of the formation and strengthening of the tourism industry in the Mandalika Special Economic Zone.

### **Research Implication**

It is suggested to the government that the existence of the Mandalika Special Economic Zone is a solution for the development of tourism areas in Central Lombok Regency in improving people's welfare. The role of private sectors must be further enhanced, emphasised by the local regulations, which regulate the roles of private sectors in tourism development in Central Lombok. In this case, the role is namely played by the Indonesian Tourism Development Corporation (ITDC) must be more optimal in promoting tourism in the special zone. Information dissemination and transparency are also needed to spread through both print or electronic media and holding tourism events continuously.

The private sector must also partner and synergise with the government and relevant stakeholders as well as the community in building the accessibility of the tourism industry in the Mandalika Special Economic Zone in Central Lombok Regency.

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