Partisipasi Masyarakat dan Pengembangan Desa Wisata Jembrak

Kec. Pabelan Kab. Semarang

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Abstract

The development of rural tourism requires the participation of local communities in the entire development phases starting from the preparation, implementation, monitoring, and conservation. However, in reality, public participation is often completely overlooked. This study aims to examine the involvement of local communities in the development of rural tourism. The study is conducted in rural tourism Jembrak, Pabelan subdistricts, Semarang district, Province of Central Java. The process of collecting data through the literature study, in-depth interviews and non-participant observation. The analytical method used is descriptive analysis. The result of the research indicates that the development of rural tourism in Jembrak still does not yet involve the local community, and village governments still seemingly dominant compared to the local community. People still have confidence to participate in thought or energy to rural tourism development, but is ready to actively participate when invited by the stakeholders.

Keywords: rural tourism, participation, local community

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