

## TABLE OF CONTENTS

|                                                                                                                                                                            |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| ACKNOWLEDGEMENTS .....                                                                                                                                                     | i   |
| ABSTRACT .....                                                                                                                                                             | ii  |
| TABLE OF CONTENTS .....                                                                                                                                                    | iii |
| LIST OF TABLES .....                                                                                                                                                       | iv  |
| LIST OF FIGURES .....                                                                                                                                                      | v   |
| INTRODUCTION .....                                                                                                                                                         | 1   |
| LITERATURE REVIEW .....                                                                                                                                                    | 5   |
| Overview of Tourism (Definitions, Concepts, and Its Branches) .....                                                                                                        | 5   |
| <i>Desa Wisata</i> (Tourism Village) .....                                                                                                                                 | 7   |
| METHODOLOGY AND RESEARCH SITE .....                                                                                                                                        | 8   |
| Methodology .....                                                                                                                                                          | 8   |
| Research Site .....                                                                                                                                                        | 9   |
| DEVELOPMENT OF <i>DESA WISATA</i> IN INDONESIA .....                                                                                                                       | 11  |
| OVERVIEW OF <i>DESA WISATA SANGGU</i> .....                                                                                                                                | 12  |
| CURRENT DEVELOPMENT OF <i>DESA WISATA SANGGU</i> .....                                                                                                                     | 14  |
| Leadership .....                                                                                                                                                           | 15  |
| Incentives .....                                                                                                                                                           | 19  |
| FUNDS FOR VILLAGE IN <i>DESA WISATA SANGGU</i> .....                                                                                                                       | 22  |
| LEARNING FROM THE SUCCESS OF OTHER <i>DESA WISATA</i> .....                                                                                                                | 23  |
| Leadership of the Village Head .....                                                                                                                                       | 23  |
| Active Support From the Local Community/Villagers .....                                                                                                                    | 24  |
| Optimization the Role of <i>Badan Usaha Milik Desa (BUMDes)</i> or Village-Owned Enterprises and <i>Kelompok Sadar Wisata (Pokdarwis)</i> or Tourism Awareness Group ..... | 25  |
| The Involvement of Other Related Parties .....                                                                                                                             | 26  |
| CHALLENGES AND OPPORTUNITIES OF <i>DESA WISATA SANGGU</i> .....                                                                                                            | 27  |
| CONCLUSIONS AND POLICY IMPLICATIONS .....                                                                                                                                  | 29  |
| REFERENCES .....                                                                                                                                                           | 32  |
| APPENDICES .....                                                                                                                                                           | 40  |
| Appendix A .....                                                                                                                                                           | 40  |
| Appendix B .....                                                                                                                                                           | 44  |
| Appendix C .....                                                                                                                                                           | 46  |