

**COMPARATIVE ANALYSIS OF RURAL TOURISM DEVELOPMENT.
CASE STUDY: LOCAL COMMUNITY PARTICIPATION IN WONGAYA
GEDE VILLAGE AND YAMASHIRO DISTRICT**

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**A Dissertation Submitted in Partial
Fulfillment of the Requirements for the Degree of
DOCTOR OF PHILOSOPHY
Graduate School of East Asian Studies
Yamaguchi University**

2015

ACKNOWLEDGMENT

This is the final piece of my work of my studies. I owe my gratitude to so many people who supported me in the producing of this dissertation which has been the most significant academic challenge.

- Firstly, God, for giving me all the necessary guidance and determination throughout the research process.
- My supervisors; Associate Prof. Munehiko Asamizu for his continued guidance, patience and support throughout this research. His wisdom, knowledge and commitment to the highest standards inspired and motivated me. I also would like to thank Professor Hiroto Tsukada and Professor Nobuko Yokota for their valuable advices and insightful feedback which had really helped to improves my work.
- Especially thank to Mr. Soichi Hayashi the Director of International Division at Yamaguchi Prefectural Office and Mr. Yoji Kawakami head of Iwakuni-city government office in Nishiki-machi.
- This study cannot be finished without the field research, which is the most critical part of this dissertation. Impressive moments of my dissertation journey have been shared with many local people. I would like to thank all community members in Yamashiro District and Wongaya Gede village.
- The staff of academic office at Faculty of Economic, Yamaguchi University.
- My colleagues in the Ph.D. program for their friendship and sincere support.
- Finally, and most importantly, I have to express my deepest gratitude to my husband, I Nyoman Tri Wibawa, for encouraging me to undertake this study, particularly his fullest love and support. My son Putu Daniswara Apta Wibawa thanks a lot for being such a wonderful son.

Ni Made Sofia Wijaya
January 2015

I declare that **COMPARATIVE ANALYSIS OF RURAL TOURISM DEVELOPMENT. CASE STUDY: LOCAL COMMUNITY PARTICIPATION IN WONGAYA GEDE VILLAGE AND YAMASHIRO DISTRICT** is my own work and that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

As tourism becomes increasingly important to many communities around the world, the need to develop sustainable tourism persists as a primary concern. The community itself has become a crucially important element of sustainable tourism (Richard, 2003). For example, the tourism industry can help to overcome poverty through job creation in various regions of any country, including remote rural areas where jobs are scarce. In economic terms, international tourism has become a principal source of foreign exchange earnings for many economically developing countries. It is also an important means of expanding economic sectors such as agriculture, industry, and services.

Consequently, tourism is of considerable socioeconomic importance in many parts of the world. Its role has become particularly emphasized in economically developing countries. The contribution of tourism to a community development can be measured by the services, products, production units, enterprises, and organizations that invariably become involved in and which spring from the tourism net. The study of tourism does not represent an independent science because it requires analysis of a considerable number of human and other natural parameters that are connected with different scientific fields. In fact, the sciences of sociology, anthropology, geography, ecology, and architecture have all contributed greatly to analyses of tourism phenomena and also to an understanding of the consequences that tourism development has brought to communities (Tsartas, 1996).

Agriculture and forestry play important roles in the management of an area's rich natural resources and in the formation of the landscape in rural regions. They constitute an important part of the natural environment and cultural heritage of these areas (Fotiadis, 2009). The development of tourism in such rural areas is particularly necessary for the economic growth and social cohesion of their communities. Scholarly investigations have revealed that many rural communities which have diversified their local economies to include tourism have improved the quality of life of their residents (Briedenhann & Wickens, 2004; Mair, 2006).

The characteristics of tourism development in rural areas can be expected to differ according to numerous variables such as endowments of natural and cultural resources, location, competition, entrepreneurial activity, and institutional arrangements. For some rural communities, tourism is only one element in a diverse and healthy economy. For others, tourism is the primary economic venture and therefore dominates community life, leaving the local area financially dependent on it.

In the case of Indonesia, for example, the overall contribution to the national GDP from tourism was as high as 6, 52% in 2011 (BPS). A rise in the rate of tourism sector employees was reported. This

growth was attributed to a developing trend called *rural tourism*, in which many tourists, seeking out new places, travel to remote destinations rather than to urban ones. Rural tourism, an alternative mode of tourism, is based primarily on the natural landscapes that typify *green tourism*, but also takes into consideration the economic, social and cultural aspects of the environment. Consequently, “alternative tourism can be viewed as being synonymous with the concept of sustainable tourism development” (Holden, 2000). The principles of sustainable development are based on the theory of carrying capacity (Butler et al., 1998). Sustainable tourism seeks to maintain the quantity, quality, and productivity of both human and natural resource systems over time, while respecting and accommodating the dynamics of such systems (Reid, 1991). Sustainable tourism is developed and managed together with the principles of sustainable development (Hunter, 1995).

In Japan, the contribution of the tourism industry to the overall economy is equal to the typical leading industries of automobiles and electric power. The share of tourism services in all GDP was 2.2% in 2000, whereas the share of the automobile industry was 2.3%, telecommunications was 2.0%, electricity was 1.9% and agriculture was 1.5%. For the past four years, travel demand in Japan has been declining steadily because of the persistent economic recession, but such sluggish demand is partly attributed to the degradation of tourist destinations and travel products in Japan. The underlying issue is “the inability to manage resources and the tourist destinations in an integrated format. A clear need exists for tourist destinations to be managed in sustainable ways, not only preventing degradation of tourism resources but also enhancing their value, and creating a system or structure that satisfies the needs and demands of both residents and tourists” (OECD, 2002).

Japan’s Ministry of Agriculture, Forestry and Fisheries (MAFF), as cited in Arahi (1998), was developing plans to fulfill the shifting demands of tourism. Although over three quarters of the total land area in Japan was devoted to agriculture and forestry, a tourist motivation to visit rural areas was nevertheless lacking. Therefore, the initiatives of MAFF were to support the use of rural areas for tourism and attract urban inhabitants to visit the countryside. Expectations, however, were hindered by several inherent obstacles. First, rural tourism is seldom found in Japan. Many differences between rural and urban lifestyles present barriers against casual travel. Additionally, transportation can be expensive and inconvenient for those tourists who are used to urban public transit systems. Furthermore, even if the journey itself is short and affordable, other aspects of rural tourism come at higher prices. Compared to tourist-friendly destinations such as Bali, it is difficult to find cheap rural accommodations for overnight trips. That lack of inexpensive accommodations presents a further barrier to extended tourism in rural areas.

Conversely, the most widely developed kind of rural tourism in Japan is known as spa tourism. According to data from the Japan National Tourist Organization (JNTO) roughly 2,000 thermal hot

springs, called “onsen,” are operating in Japan (JNTO, 2000 cited in Breiling, 2005). Ranging from large resorts to small groups of inns isolated in the mountains, they are found in numerous and diverse places around the country.

Another form of tourism is known as eco-tourism. Although eco-tourism occurs in both Japan and Bali, farm-related tourism has not yet been well-established in Japan. One obstacle to using modern technology might be the aging population of farmers in Japan. Balinese farmers are similarly growing older. They live increasingly traditional lifestyles in comparison to modern, urban lifestyles.

A more traditional obstacle for rural tourism in Japan is the attitude of many locals towards strangers. In general, most feel reluctant to enable many strangers into their homes and village, preferring to maintain the status quo of the community. Consequently, if another source of income is available, tourism is quite unappealing to many rural communities. Additionally, the means to develop tourism often cannot be found locally; income levels in Japanese rural areas remain lower than those of urban or suburban areas. Therefore, many small hotels and private accommodations found in remote locations were actually established by people who moved from urban areas to adopt more rural lifestyles, albeit slightly removed from traditional farm work. Considering these obstacles, successful rural tourism in places such as Bali clearly requires that rural people learn over the years to live together with strangers and to profit from tourism. Rural life had to be adjusted slightly to accommodate exchange with the people from outside the community.

The primary concern, then, is how to approach the challenge of the shrinking and concentration of tourism areas. Having fewer tourists earns less income and fewer investments. Wealthy resorts build up their facilities to remain competitive; many small villages cannot compete with those conditions and stagnate into less attractive destinations. In some instances, of course, tourism might represent the only realistic development path for a community. Some economically developing countries simply have no other choice (Brown 1998:59 cited in Telfer, 2008). The comparative study described herein is an analysis of local community participation in rural tourism aimed at local revitalization and empowerment. The data collected from Wongaya Gede village and Yamashiro District will be analyzed critically using the SWOT method, and the results are expected to engender the creation of a strategy for rural tourism development.

1.2 Background of the study

This study was conducted to examine local community participation in Wongaya Gede village (Bali) and Yamashiro District (Japan) specifically as comparative case studies. This study analyzes the participation of local communities in rural tourism activities with the aim of revitalizing and empowering these and similar communities. Analyzing and implementing successful tourism systems is one practical

application of the results of the study. First, to develop opportunities for the growth of rural tourism, it is necessary to identify common problems, issues, and potential resources in affected regions. Consequently, the developmental strategies of rural tourism in Wongaya Gede village and Yamashiro District were defined using SWOT analysis so that the final results produce a model of rural tourism based on external and internal strengths and weaknesses.

Local communities become important in terms of actions taken to pretend their own natural environment, and also form part of wider alliances to preserve the environment globally (Richards & Hall, 2000). While numerous case studies specifically examine the shortcomings of community participation in tourism, this study will specifically examine the overwhelming benefits. Various stakeholders play a role in contributing to more meaningful community participation. Integrated cooperation with all key stakeholders is crucially important for sustainability and for empowerment of community participation.

The tourism industry is experiencing an emergence of various and distinct activities which serve as useful backgrounds to new forms of tourism. Rural tourism is often sought as an “alternative” solution for peripheral development because it contributes to a decrease of sub-employment in the rural sector, as well as an increase in family income, and consequently, to the socioeconomic support and reformation of local rural communities (Laiou-Antoniou 1985, Apostolopoulos et al., 1998, Gidarakou et al., 2000, Koutsou, 2002).

Centralization of economic activity in Tokyo, depopulation, and loss of industry have been creating problems in rural towns and villages in Japan since the 1960s. The aging of an already declining population has further weakened many rural communities, particularly because few entrepreneurs remain to establish new businesses. Several comprehensive National Development Plans have been implemented by the Japanese government to fight rural depopulation. Unfortunately, they have not been effective. As an alternative solution, the Japanese government has begun assessing the importance of urban–rural exchange in invigorating remote communities. One typical method is the promotion of rural tourism in heavily depopulated areas (Asamizu, 2012). The role of tourism in revitalizing such communities remains as an emerging area of research. Although it is hoped that rural travel and urban exchange can provide a much needed window for the struggling communities to renew a sense of identity and facilitate repopulation of the countryside, actual effects have either been few or too slight to stem demographic decline (Matanle & Rausch, 2011, as cited in Chakraborty). According to Lane (1994), the essence of ‘rural tourism’ is its small scale and ‘rustic’ characteristics. Consequently, such large-scale recreational developments, although concentrated in rural areas, are not necessarily representative of ‘rural tourism’, but are rather simply elements of tourism in rural areas.

Nevertheless, rural tourism is a growing sector of the world's already fastest growing industry. It offers many benefits to rural communities. It can be developed locally in partnership with small

businesses, local governments and other agencies. Moreover, its development often takes place independently of outside firms or companies, which often are not entirely invested in the local area from the start. When compared with other methods of economic development, such as manufacturing and production, rural tourism is less costly and easier to establish. Rural tourism functions well with existing rural enterprise and can generate important secondary income for farms (Djekic, 2007). Rural tourism-related activities have been widely regarded as key tools for rural development. As such, rural experience programs such as “farm stays” have been created and implemented as core features of rural tourism in the Yamashiro District case study. Through these programs, students from urban areas are invited to visit the Yamashiro District to live and work on local farms for several days and be engaged in daily activities in the village. The development of such tourism activities at Yamashiro District, however, remains imperfect, meaning that the attractions for visitors are few. Currently, only a few student excursion programs are managed entirely by the Iwakuni Kenmin Kyoku (Prefectural office). It remains difficult for private, conventional tourists to engage in and experience daily rural life.

For the Province of Bali, the tourism industry represents the largest source of foreign exchange earnings. Nevertheless, a persistent imbalance in the investments made into the tourism industry has led to disparities in local revenue, so that tourism development has been concentrated mainly in coastal areas in the southern region in Bali. Irrigated rice fields are the main feature of agricultural life for the Balinese. These rice fields depend on the regular flow of water through an elaborate irrigation system (Subak) organized by "watershed societies".

The development of rural tourism in Wongaya Gede village is expected to provide benefits to the economic welfare of the people, the preservation of local culture, and environmental sustainability. Several studies present proof of the range of benefits that can accrue when the local community is involved directly in tourism development. Unfortunately, most local communities are constrained in their involvement because of a lack of knowledge about tourism, and because of the fact that most tourist attractions are managed entirely by travel companies and private business.

In developing rural areas, agriculture and social structures are the first priorities. Many researchers have emphasized the benefits of including community participation in tourism planning and management (Gunn, 1988; Murphy, 1985; Simmons, 1994). Some authors suggest that members of the host community be involved in tourism planning because they: (a) have a historical understanding of how the region adapts to change, (b) will be those most closely affected by tourism, and (c) will be expected to become an integral part of the tourism service (Scheyvens, 1999; Simmons, 1994). Nevertheless, four main limitations hinder adoption of the community-based approach. First, local communities might not have the necessary investment capital, know-how, or infrastructure needed to take the initiative in developing tourism (Campbell, 1999; Gartner, 1996; Tosun, 2000). Second, local communities might

have cultural limitations that constrain involvement in the planning and management of tourism (Tosun, 2000). Third, tourism (other than pilgrimages) might be a concept that is difficult for people living in isolated rural communities to grasp (Kang, 1999; Timothy, 1999). Fourth, in societies with heavily centralized political structures, members of the host community might feel that it is the government's duty to plan economic development opportunities for their region and that it would not be appropriate for them to take the initiative (Timothy, 1999).

Local communities play an important role in developing tourism within their own regions. However, their involvement in the planning and management of tourism can be constrained, as described by Tosun. Therefore, governments often assume prominent roles in the development and management of tourism initiatives. In the case studies of Wongaya Gede village and Yamashiro District presented herein, considerable differences in local capacity and carrying capacity were observed.

Carrying capacity has been applied to humans and, more specifically to tourists. It has been defined for this purpose as "the maximum number of people who can use a site without an unacceptable alteration in the physical environment and without an unacceptable decline in the quality of the experience gained by visitors" (Mathieson and Wall, 1982, p168). Considering its carrying capacity, Yamashiro District had to be conscious of the limitations of the local environment and economy to support the needs and burdens of increased tourism. The main problems encountered in rural areas are depopulation and aging, which in turn hinder both the economy and agricultural production. Rural tourism has been regarded as a tool by which many of these developmental problems in rural areas can be addressed (Briedenhann and Wickens, 2004). The presence of tourism activity in rural communities is expected to attract the interest of urbanites who hope to experience a new and different way of life.

This study used three established and comparable methods. First, existing data obtained from local government offices in the two countries (Japan and Bali) were compared with data obtained from other governmental or non-governmental organizations. Secondly, to obtain a deep and comprehensive understanding of the differences cases, interviews were conducted with local people and authorities. Similarities and differences in rural tourism development in Wongaya Gede village and Yamashiro District were analyzed and categorized into the following relevant categories: types of tourists, local community make-up, local and central authorities, NPOs, and non-tourism organizations. Third, comparison of related Strengths, Weaknesses, Opportunities and Threats, a method known as SWOT, was used to pinpoint the exact strategy of rural tourism development implemented in each village.

The participation of local people in rural tourism activities is necessary for managing natural resources and environmental stability while still allowing for economic gains. However, limited human resources, knowledge, skills, and funds are inherent challenges confronting any village. Furthermore, the

cooperation of the various stakeholders involved is necessary for the long-term sustainability of rural tourism.

1.3 Aims and Objectives of the study

The main objectives of this dissertation are to examine the local revitalization and community empowerment through the analysis of case studies in Wongaya Gede village in Bali and Yamashiro District in Japan. Detailed objectives are outlined as listed below.

1. To examine and analyze residents' perception on rural revitalization through tourism
2. To analyze local participation in rural tourism development
3. To examine the scope of local community participation in developing rural tourism
4. To identify rural potential between Wongaya Gede village and the Yamashiro District
5. To implement local participation systems in rural tourism as a means to resolve problems that are commonly confronted by rural communities
6. To analyze the strategies of rural tourism development in Wongaya Gede village and in the Yamashiro District

1.4 Research Questions

Rural tourism is becoming a useful fiscal and developmental tool for rural communities. In Japan, rural tourism, also known as *Green Tourism*, has received the support of the government with the intention of revitalizing local communities in rural areas. Yamashiro District, faced with a growing aging population, is striving to resolve problems by increasing rural tourism activities such as urban–rural exchange. Conversely, the remote Wongaya Gede village is working to encourage the local community to initiate the development of rural tourism. Because of a lack of knowledge about tourism, local communities have not yet participated actively in tourism activities. The development of rural tourism in both destinations is regarded as a tool that can improve aspects of the local economy and environment.

The research questions examined in this study are outlined as shown below.

1. What are the differences and similarities in the potential tourism industries between Wongaya Gede village and the Yamashiro District?
2. How can the role of local participation in developing rural tourism best be assessed?
3. To what extent does local community participation (specifically management, accommodation, and decision making) affect rural tourism development?
4. What are the strengths, weaknesses, opportunities, and threats (SWOT) related to the development of rural tourism in Wongaya Gede village and the Yamashiro District?

1.5 Research Hypotheses

The research will compare local community participation in terms of rural tourism development and design a framework of implementation for rural tourism between Wongaya Gede Village and the Yamashiro District. Therefore, this research has three specific hypotheses to investigate and verify.

Hypothesis 1: The differences of local community views related to the development of rural tourism through local participation between Wongaya Gede village and Yamashiro district dictate that some attractions offered in each village will be different.

Hypothesis 2: Wongaya Gede village and the Yamashiro District have different levels of local involvement in rural tourism development. The differences in levels of local participation for rural tourism development in each village affect the attraction of tourists coming to Wongaya Gede village and to Yamashiro District.

Hypothesis 3: The Yamashiro District uses a student excursion program in an effort to attract urban residents. It is expected that the local community will benefit from tourism and that revitalization is possible. In Wongaya Gede village, it is expected that empowerment of the local community is the main purpose for developing rural tourism.

1.6 Conceptual Framework

Local Participation

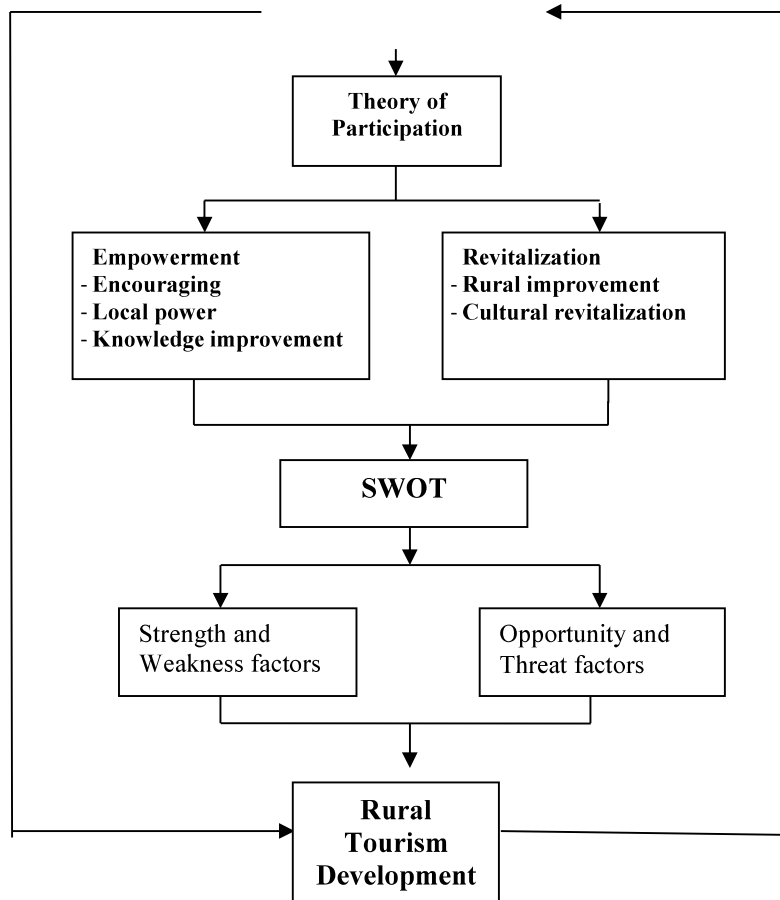


Figure 1 Conceptual framework of Local participation in rural tourism development

Source: Case study research analysis.

Description of the conceptual framework.

- Wongaya Gede village and the Yamashiro District have different characteristics of local participation in rural tourism activities attributable to differences in societal and cultural factors, levels of education, economics, and available occupations. This study will analyze these factors using the Theory of Participation approach. The following three comparable methods were used: Arnsteins's ladder, Typology of Pretty and Hine, and Tosun's theory.
- Local participation in tourism is a means to revitalize and empower a rural community. By participating in tourism development, local residents create opportunities to gain control of their environment.
- This study will collect and analyze the potential variables of rural tourism in Wongaya Gede village and in the Yamashiro District using SWOT analysis. The findings of this study will be used as a basis for recommending strategies of rural tourism development in the future.

1.7 Significance of the study

The results of this study are expected to increase academic understanding of, and provide insight into, the management of community-based tourism. Theoretically, the results will be used as a model for studying the development of rural areas in the future. Results obtained through this study can also be expected to become a valuable and useful reference for additional in-depth research by providing measurable assessments of the roles of local communities in the development of rural tourism, specifically in Wongaya Gede village and the Yamashiro District. An unintentional benefit of this research might be that it provides further insight into the roles of local governments as they make policies related to rural tourism in both destinations.

Additionally, results are expected to indicate conflicts of interest between local businesses hoping to increase revenue and the conservation of nature and culture within local communities. These results might help the tourism industry to provide information about, and an overview of, the available opportunities related to rural tourism development. The results of this study are expected to encourage and increase public awareness of conservation potential in these regions. They can also illustrate some particular efforts that must be undertaken to revitalize the communities by increasing revenue through rural tourism.

1.8 Delimitation

Local community participation encompasses a wide system linked to the overall development of the tourism industry. To avoid ambiguity, this study specifically addressed the participation of local communities in developing rural tourism based on a comparative study between Wongaya Gede village and the Yamashiro District.

1.9 Limitations of the study

Because of time constraints and resource limitations, the interviews conducted with local residents and experts were fewer than originally expected (82 local residents). Although 82 questionnaires were translated and printed in Japanese, communication constraints remain in the Yamashiro District. Because of the traditional mannerisms of the people who participated in this study, primary data collection was done through one-on-one interviews. In this section, the terms that are used throughout the study regarding limitations have been defined operationally.

1.10 Operational Definition of terms

This section describes variables measured in the research.

1.10.1 Rural tourism

The definition of rural tourism in this research is, “a form of tourism that harnesses the potential of a rural area’s environment, and which uses the local community members as main resources.” The main purposes of rural tourism development in the Yamashiro District are to tackle depopulation problems and to empower the aging population there. In Wongaya Gede village, the main purpose remains economic improvement by providing opportunities for the people of the village to play an active role in tourism activities and decision making.

1.10.2 Community participation

For this study, community participation involved giving the local people more opportunities to participate actively in the development of tourism activities. It empowered people to be social actors rather than passive subjects, to manage their resources, make decisions, and control the activities that affect their lives (Sprout, 2000; cited in Mametja, 2006). Rural tourism in Wongaya Gede Village and the Yamashiro District specifically involves the visitors participating in agriculturally based activities. Consequently, this study has evaluated community participation in Wongaya Gede village and the Yamashiro District in terms of the roles and capacities (limits) of local communities in developing rural tourism in their areas.

1.10.3 Local revitalization

A declining, aging population presents a severe problem faced by all villages in Japan, including the case study of the Yamashiro District. In response, the Yamashiro District has developed a so-called “student excursion” as an annual program, the ultimate goal of which is to revitalize and energize the local community. Conversely, rural tourism activities in Wongaya Gede village are concentrated on the previously existing local culture and environment hoping to be revitalized to be enjoyed as a tourist attraction.

1.10.4 Community empowerment

This research stresses community empowerment in the context of tourism. Just as the characteristics and environments of local communities differ, various approaches exist to achieving community empowerment.

1.10.5 Management and Development

Management and development aspects were assessed through the roles of local and central governments, as well as relevant stakeholders and their future investments in Wongaya Gede village and

the Yamashiro District. The development of management opportunities and mitigation of possible threats were also analyzed.

1.11 Structure of the dissertation

This dissertation comprises two parts presenting theoretical data and practical data analysis derived from the author's field research. The contents are allocated into the following chapters.

- Chapter 1: General introduction to the research to establish context and present the research questions and sub-questions
- Chapter 2: A literature review on the topic, including definitions of the most important terms and all the academic works which are relevant to the research questions
- Chapter 3: Presentation of methods used to gather data and explains why those methods were chosen
- Chapter 4: Descriptions of research conducted in Wongaya Gede village, including secondary and primary data
- Chapter 5: Descriptions of research conducted in Yamashiro District, including secondary data and primary data
- Chapter 6: Presentation of comparative findings and SWOT analysis organized by research question
- Chapter 7: Conclusion and recommendations

CHAPTER 2

LITERATURE REVIEW: CONCEPT AND THEORETICAL FRAMEWORK

2.1 Introduction

This chapter will describe the core perspectives and issues presented by previous studies and in literature that is considered relevant to this project, specifically regarding participation of local communities in developing rural tourism. It is important to first understand several definitions related to rural tourism research as well as the theoretical approaches used to contextualize the empirical data. Concepts such as community empowerment, community capacity, and community participation as they pertain to this study will be explained in this section.

Due to the tourism industry's great contributions to rural communities, including improved standards of living for the local population, job creation, ensuring capital for new investment, development of infrastructure, and so on, tourism has been employed by many governments as a means of financial and social development (Smith and Krannich, 1998; Verbole, 2000; Keller, 2002; Andriotis, 2001). Depending on the individual community, there are a variety of different ways in which the locals can participate in the tourism system, as evidenced by the case studies in both Wongaya Gede Village and the Yamashiro District. In the development of rural tourism, local community involvement is an important aspect for the revitalization of rural societies, as many rural areas, particularly remote mountainous regions, are faced with problems of depopulation, aging and economic limitations. Devising opportunities for local participation in tourism is one strategy that may help resolve social and economic decline (Odagiri, 2011). Such revitalization is crucial to the survival of rural areas in Japan.

In Wongaya Gede Village in Bali, agriculture is the main source of income for locals and is a major part of their traditional livelihood. Agriculture provides a stable economic backbone, and should therefore be developed as the main industry in similar rural communities. Thus, rural tourism, when introduced as secondary or tertiary income by providing new business opportunities, can be a successful strategy for community revitalization (Arahi, 1998).

The key element to developing rural tourism is community involvement. Another condition for success is capacity building, which involves purposefully developing and strengthening human resources and institutional capacities among local communities. Community capacity building is defined as "the interaction of human capital, organizational resources and social capital existing within a given community that can be leveraged to solve collective problems and improve or maintain the well-being of that community.

2.2 Definitional Context

Dann (1999) noted that in tourism research, the sheer diversity of disciplinary approaches and their various representations ensure that most researchers are rarely speaking the same language.

Therefore, it is necessary to perform a literature review to clarify the ambiguities of tourism research jargon.

2.2.1 Tourism

Definition of tourism is distinguished between conceptual and statistical (technical or operational). Conceptual definition tourism is described as a social phenomenon pertaining to the movement of people to and from temporary locations away from their normal residence; it is about people ‘interacting with other places and other people, undergoing experiences that may influence their own or the host community’s attitudes, expectations, opinions and, ultimately, lifestyles’ (Sharpley, 2008). Conceptually, tourism has five characteristics (Burkart & Medlik, 1974) :

1. Tourism is an amalgam of phenomena and relationship rather than a single one.
2. These phenomena and relationship arise from a movement of people to, a stay in, various destinations; there is a dynamic element (the journey) and a static element (the stay).
3. The journey and stay are to and in destination outside the normal place of residence and work, so that tourism gives rise to activities which are distinct from those of the resident and working populations of the places through which tourists travel and their destinations.
4. The movement to the destinations is of a temporary, short term character.
5. Destinations are visited for purposes not connected to paid work-that is, not to take up employment.

In the dimensions of travel and tourism, De Branbandar (1992) cited in Vanhove (2011, p.6), makes a distinction between the ‘travel’ and ‘stay’ dimensions. As far as the travel component is concerned, he refers to three sub-dimension:

1. Distance – short-, medium- and long-haul
2. Origin – domestic and international
3. Mode of transport – car, coach, train, plane, boat and other.

For the ‘stay’ dimension, there are another three classifications:

1. Duration – less than 24 hours (excursions) and more than 24 hours; for the latter group a further distinction is very often made between short holidays (one to three nights) and holidays (four nights or more).
2. Purpose – leisure, business, congress and personal (family, religion, health, education).
3. Accommodation – hotel, boarding house, camping, inn, resort, villa, farm stay and other.

Tourism is a complex phenomenon: there are many different actors, and demand and supply are geographically separated but production and consumption take place on the same spot (Vanhove, 2005). Tourism is categorized into two main groups: mass tourism and alternative tourism. Mass tourism is

characterized by large numbers of people seeking familiar cultures and surroundings in popular resort destinations. Alternative tourism is sometimes referred to as “special interest tourism” or “responsible tourism,” and it’s usually taken to mean alternative forms of tourism which give emphasis to the understanding of the native inhabitants’ way of life and the local, natural environment (Smith & Eadington, 1992). Mieczkowski (1995) identifies a variety of specific subgroups of alternative tourism, such as cultural, educational, scientific, adventure, and agri-tourism, which in turn includes the rural, ranch and farm subtypes. (Figure 2)

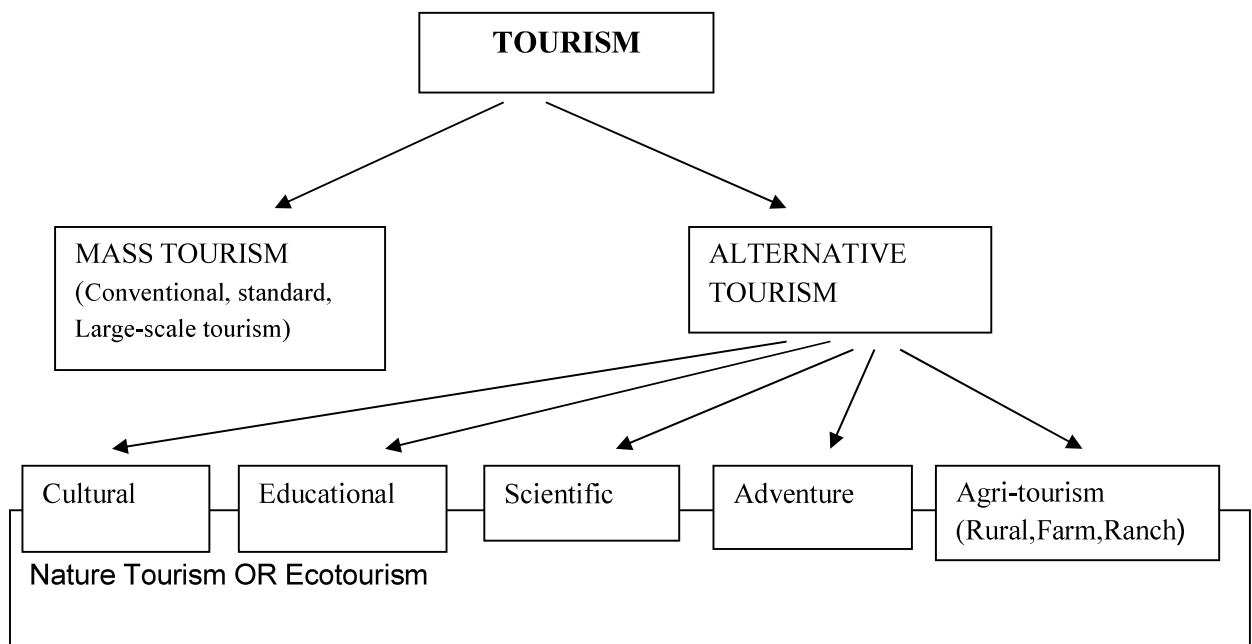


Figure 2. Form of alternative tourism

(Source: Mieczkowski, 1995:459)

Counter-productive to community revitalization efforts, the large number of tourists who participate in mass tourism activities often cause social and environmental disruption in the local area. Therefore mass tourism should be considered unhealthy for rural destinations. Alternative tourism, however, has been generally defined as “forms of tourism that are made to be friendly to the environment and to respect social and cultural values of the communities, and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences” (Wearing & Neil, 2000, p.38 cited in Sillignakis). Alternative tourism also fosters the involvement of local people in the decision making process and includes them in the tourism development process. Using these criteria, alternative tourism exceeds concern solely for the physical environment, as in green tourism, and includes considerations for

economic, social and cultural aspects of rural community life. “Thus alternative tourism can be viewed as being synonymous with the concept of sustainable tourism development” (Holden, 2000, p.137).

According to Jafari and Ritchie (1981), tourism research is an interdisciplinary field and therefore integrates a variety of subjects, disciplines and focuses and can be seen from numerous points of view. Jafari and Ritchie (1981) presented a model of tourism studies as a field in its own right (Figure 3). This model helps to illustrate the multidisciplinary nature of tourism studies. The study of tourism as an established discipline can be approached from many angles and can be helpful in developing new forms of tourism in the future.

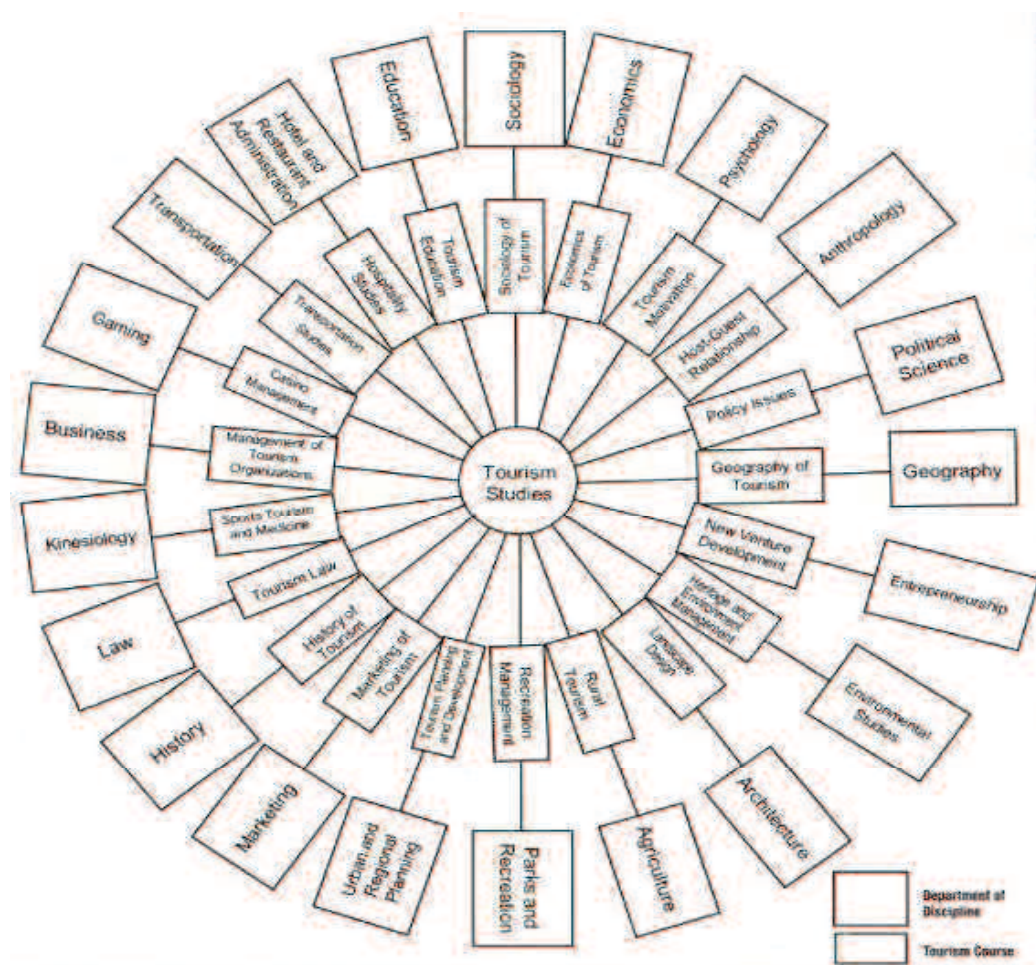


Figure 3. Study of Tourism choice of Discipline and Approach

Source: Jafari & Ritchie (1981)

2.2.2 Rural areas

Rural areas often suffer a loss of intellectual capital as a result of population decline and economic restructuring. The definition of *rural* is often associated with low population densities and low income. Rural areas, or rural populations, respectively, can be defined in various ways. The followings subchapters describe the situations in the case studies of Bali and Japan.

Rural areas in Japan

Rural areas throughout much of the developed world are faced with the substantial problems of frequent economic restructuring and change. Rural areas have been shifting, sometimes quite rapidly, as a result of endogenous forces (e.g., reduced protectionism, policies supporting multiculturalism, population decline of young, skilled workers or, alternatively, increased aged populations, increased leisure time, changing family structures, etc.) and exogenous forces (e.g., transnational corporations, technological innovation, global money markets and economic restructuring) (Butler, Hall, and Jenkins, 1998). Regardless of the causes, changes to rural areas have been inextricably linked to developments in both global and local economies, and tourism has emerged as one of the central means by which rural areas adjust themselves economically, socially and politically.

Rural areas in Japan have a variety of ecological elements such as rice paddies, non-rice cropland, pastures, gardens and orchards, the footpaths between rice fields and reservoir and water conduits. However, due to changes in land use as a result of the decline of the agricultural industry and the diffusion of industrialized agricultural technology and infrastructure, urbanization had expanded and species diversity has rapidly decreased (Takeuchi, et.al. 1998). Currently, approximately 78% of the total land area in Japan is devoted to agriculture and forestry (12% and 66%, respectively), and 70 % of total water use is concentrated on agricultural activities. Definitions of ‘rural’ vary both in scale and philosophy (Robert et al, 2003). According to the “Classification of Agricultural Area” by the Ministry of Agriculture, Forest and Fishery (MAFF, 2009) statistics, “rural areas” refer to areas which are not “urban areas.” Rural Japan is defined as, “an area with over 5,000 people, which consists of each district with a population density of over 4,000 per square kilometer.” A rural community is where most of its population is in some way involved in the private sector and the areas which consist of rural communities are called ‘rural areas’.

Japanese agriculture is characterized by the following elements: i) the majority of farm households are scattered throughout the country; ii) farms are generally small and fragmented due to both topographical constraints and the land reforms implemented after World War II; iii) aging farmers and depopulation of rural communities, and iv) the majority of farmers have a second non-farm business from which 90% of their income is derived (OECD). Rural areas are also called *Chusankan Chiiki* in Japanese, a term that includes agriculture and forest areas. Most *Chusankan Chiiki* areas are facing depopulation

and aging issues (Asamizu, 2012). Depopulation has had an especially strong impact upon the younger generation and has resulted in the closure of elementary and junior high schools in *Chusankan Chiiki* in Yamaguchi Prefecture (Yamaguchi Ken:2011a:22). One of the main reasons for the lack of human capital is that young people see that their future prospects will be better in urban centres (Lind & Wiberg, 2011).

Rural areas in Bali

Rural areas in Bali have similar topographical characteristics to rural areas in Japan. Geographically, Bali is located on 8° 3' 40" - 8° 50' 48" south latitude and 114° 25' 53" - 115° 42' 40" east longitude. A relief of the topography of the island of Bali shows a mountain range that lies from east to west. Bali's villages are frequently found among these mountainous and hilly landscapes. The range of cultural diversity between Bali's villages is another trademark of the country's rural character. Administratively, the villages are governed by two types of organizations, namely: *Desa Adat* (Customary village legal body) and *Desa Dinas* (Administrative village). *Desa adat* focuses on activities in the areas of religion and cultural ceremonies, while the *Desa Dinas* handles matters of governance and development.

The systems of community organization in Bali are very traditional. They are known as *Desa*, *Banjar*, *Subak* and *Sekeha*. These traditional forms of public institutions are combined into a single entity which is known as the village. The village has an understanding of the concept of *Desa Adat* and *Desa Dinas*. *Desa adat* is an integral part of the foundation of their culture for indigenous people in Bali, who maintain traditions and customs through established institutions. For example, a community of Hindus have lived for generations in the *Kahyangan tiga* region, and have continued to uphold traditional religious laws allowing the head of household to manage his family's assets as he sees fit.

The basic foundations of the traditional village are in essence based on the *Tri Hita Karana*. (*Tri Hita Karana* is a concept that harmoniously integrates the three components of well-being and happiness as believed by Balinese people. The three components are *Parhyangan*, or God, which provides protection in life; *Palemahan*, the physical body; and *Pawongan*, human relationships and ideas). The administrative body concerned with cultural and religious affairs, *Desa Adat*, is in itself classified in two patterns; centralized and decentralized. In the first pattern, the position and functions of *Desa adat* are strong and unified, while in the second pattern, the *Desa adat* is divided into several sub-organizations known as *Banjar*.

Balinese Community Systems

Generally, the Balinese community system is defined by two structures, *Desa Adat* and *Desa Dinas*. *Desa Adat* is based on traditional concepts derived before the Hindu era and has been supported by Balinese law since the independence of the Republic of Indonesia on 17 August 1945. The most common

Balinese cultural systems are based on *Tri Hita Karana*, which describes three important characteristics of social order: good balance between humans and the environment, between humans and other humans, and between humans and God.

Banjar are groups of social communities within a village that observes decentralized *Desa Adat*. The purpose of the *Banjar* is to regulate social and economic activities like wedding ceremonies, funerals, temple restoration, environmental protection, and local security. The *Banjar* are lead by *Klian Banjar*, administrative bodies consisting of anywhere from 50 to 200 family leaders.

Subak is a form of social organization in Bali based on traditional structures which was introduced by the Hindu community with the original purpose of regulating the use of communal irrigation systems by owners of rice fields. *Subak* still serves as an integral institution for rice farmers or tenants who receive irrigation water from a water source or a particular dam. In addition to matters of irrigation dispersion, the *subak* is also concerned with some economic and religious activities in *Pura Subak*. *Subak* is an organization that unites economic, social, cultural and religious factors. In general, the duty of every citizen is to organize *subak* water sharing, maintain and repair irrigation systems, lend to pest eradication tasks, support agricultural innovation and participate in community ceremonies. Because *subak* has a structure based on a conception of *Tri Hita Karana*, each *subak* in Bali is expected have its own temple of worship. In Bali there are about 1300 *Subak*, which in turn consist of *Subak Tempekan* and *Subak Gede*. *Subak* itself is lead by a *Pekaseh* and he or she is responsible for organizing and maintaining the water irrigation system, as well as upholding the schedules for rice harvests and pest control activities.

Sekeha is a voluntary type of social group which conducts special events in the community. The *Sekeha* was designed based on the same principles as *subak*. In Bali, the numerous *Sekeha* play a role in nearly all aspects of Balinese life, from security, social, and environment issues to religion, the economy, an even art. In fact, the most commonly found type of *Sekeha* in Bali is the art *Sekeha*, totaling about 1500 organization based on one survey.

2.2.3 Rural revitalization

Rural revitalization is the primary goal of this study, as it is an issue affecting many rural areas in Japan. The current state of rural Japan evokes an image of decline. Depopulation is a major problem in many rural communities as it hinders overall socio-economic activity, as well as the maintenance of infrastructure and the provision of basic services. The decrease in socio-economic activity has a cyclical effect in that it tends to drive migration of the younger rural population to more urban areas. The weak local economies of rural Japanese villages cannot generate enough job opportunities to appeal to large numbers of workers, and those occupations available are often in agriculture (farming), forestry and manual labor such as construction work.

But at a time when traditional industries seemed to be in decline, there were a host of other, newer industries being established even in rural areas. For much of Japan, the 1980s were a decade of tourist growth as urban-dwelling Japanese were drawn to the countryside to visit hot springs, seaside resorts, shrines and temples (Knight, 1994).

The situation in Bali, however, has been starkly different from that of Japan. Culture is the breath of life in Bali; daily activities within the communities are based on Hindu culture. Therefore, rural revitalization has been an endeavor to preserve the previously existing customs as tourist attractions that are expected to improve the local quality of life.

Analysis of the different situations of rural revitalization between Bali and Japan can be understood further by examining the empowerment of local people through rural tourism.

2.2.4 Rural Tourism

Rural tourism is defined differently from one country to another. The World Tourism Organization (WTO) defines rural tourism as the tourism product "that gives to visitors a personalized contact, a taste of physical and human environment of countryside and as far as possible, allow them to participate in the activities, traditions and lifestyles of local people." Rural tourism can be defined to include participating in a wide range of activities, such as: climbing, riding, adventure tourism, educational travel, sport and health tourism, and arts and heritage tourism. Oppermann (1997) described rural tourism as tourism which occurs in a non-urban setting and where human activity is present (Beeton, 2006). Negrusa et al (2007) defines rural tourism as a form of tourism offered by people from rural areas, with small-scale accommodations and with the implication of important components of their rural activities and customs of life being shared with the tourists.

The tourism industry remains untapped by many smaller communities, and therefore its implementation, for some, carries a negative connotation. Recently, there have been a variety of tourism activities available to rural communities, including agro-tourism, farm tourism, rural tourism, soft tourism, alternative tourism, ecotourism, and so on. However not all tourism that takes place in rural areas must be strictly 'rural' - it can be 'urban' in form, and merely be located in a rural area (Roberts & Hall, 2001). Additionally, Page and Getz (1997) explain that rural tourism should be based in rural areas, and should operate as a small-scale enterprise, with open land and contact with the natural environment; it should incorporate long-term development goals, and accurately represent the local environment, economy, history and location.

The term "rural tourism" continues to have different meanings in different countries. In Finland, for example, it usually means renting out cottages to visitors or providing catering services in the countryside. In Hungary, a special term of "village tourism" exists, indicating that only activities and

services provided in villages are included in this kind of tourism (as we will see later, village tourism typically refers to low-priced accommodation, while involvement in agricultural or other local activities is not common). In Slovenia, the most important form of rural tourism is tourism on family farms, where guests stay either with the host family or in a guesthouse, and experience tours of the farmland. As far as the definition of rural tourism is concerned, an agreement has not yet been reached and it is therefore sometimes simply defined as 'tourism that takes place in the countryside' (Ratz and Puczko, 1998).

Rural tourism is at once an old phenomenon and a new phenomenon. Interest in countryside recreation had already started to develop by the 19th century as a reaction to the stress of increasing urbanization and industrialization. Though it seems simple to define rural tourism as "tourism that takes place in the countryside," this definition does not include the complexity of the activities and the different forms rural tourism takes in different countries. According to a broader definition, "rural tourism includes a range of activities, services and amenities provided by farmers and rural people to attract tourists to their area in order to generate extra income for their businesses" (Gannon, 1988, in te Kloeze, 1994). If this broader concept is accepted, rural tourism covers not only farm tourism or agro-tourism (which are the most common associations), but also special interest nature holidays, touring in rural and residential areas, and services which include - besides accommodation - events, festivities, outdoor recreation, the production and sale of handicrafts and agricultural products, and so on. Rural tourism brings together various areas of rural leisure activities. Therefore rural tourism, based on local resources, is a type of tourism which can be combined with the elements of cultural and active tourism (e. g. horse riding and hiking).

An explanation of the synthesis of elements of rural tourism from its various definitions is shown in figure 4;

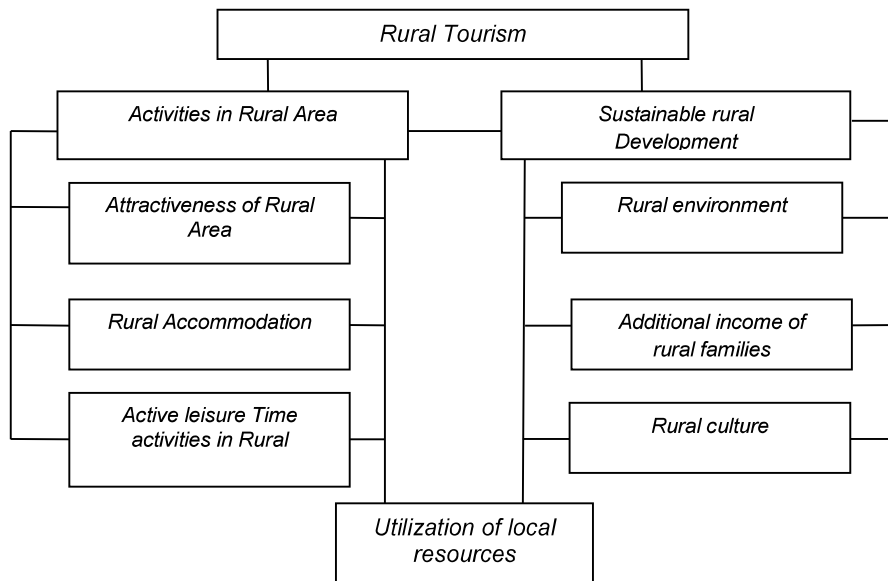


Figure 4 System definition of Rural tourism
Konyves, 2001 (in Pakurar, 2008)

“The Rural Tourism product could be segmented to include such product components as rural attractions, rural adventure tours, nature based tours, ecotourism tours, country towns, rural resorts and country-style accommodation, and farm holidays, together with festivals, events and agricultural education” (Department of Tourism, 1994:4).

Tourist experience-related definitions: “Rural Tourism should be seen as offering a different range of experience to those offered in big cities,” and that “the emphasis in rural tourism is on the tourist’s experience of the products and activities of the area” (Department of Tourism, 1994: 3). The various components of the rural tourism products are shown in the following figure.

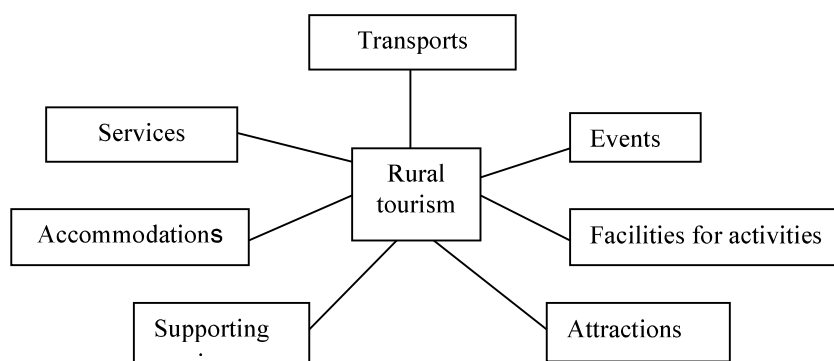


Figure 5, Sectors Relate to Rural Tourism
Source: Richards (1996), modified by Veer and Tuunter (2005)

Figure 5 illustrates how rural tourism involves other service sectors such as accommodations, activities, attractions, events, transports and amenities. These sectors create potential for the local people, particularly farmers, to earn extra income. For example, they are able to offer guided tours of their farmland, surrounding mountains, and other natural locations and attractions that are available in their region.

The Organization for Economic Cooperation and Development, (OECD, 1994 cited in Labe, 1994b:14) also investigated key elements of ('pure') rural tourism, as follow:

- Be located in rural areas
- Functionally rural: built upon the rural world's special features of small-scale enterprise, open space, contact with nature and the natural world, heritage, 'traditional' societies and 'traditional' practices
- Permit participation in the activities, traditions and lifestyles of local people
- Provides personalized contact
- Rural in scale – both in term of buildings and settlements – and, therefore, usually small-scale
- Traditional in character, growing slowly and organically, and connected with local families. It will often be very largely controlled locally and developed for the long-term good of the area
- Strive for sustainable development, meaning that development should maintain the special rural character of an area. Sustainable development considers the most efficient use of local resources and is recognized by all rural tourism stakeholders
- Develop multiple avenues of tourism, representing the complexities of the rural environment, economy, and history
- A high percentage of tourism revenue benefiting the rural community

Rural tourism in Japan

The population decline in Japan's rural areas, particularly in mountainous areas, since the 1960s has been linked to the degradation of local ecosystems. A sharp drop in the value of rice and other crops has driven rural laborers to seek work in cities. These and other problems have led the central government to consider tourism development as a strategy to regenerate rural communities (Hong et al. 2003). Rural tourism may be a means of revitalizing Japan's rural areas in need. Revitalizing rural communities has thus become one of the most urgent issues concerning both local and national government. Nearly all of Japan's remote villages suffer from problems such as depopulation, the aging of the agricultural population, and stagnant income growth. Rural tourism is a powerful means of solving these problems (Arahi, 1998).

Recent survey information produced by the Japan Travel Bureau (JTB) indicates that the third most common reason for Japanese to travel overseas is to experience “nature and scenery,” and that the preferred types of travel destinations for more than half of these travelers is “nature (lakes and mountains)” (Japan Travel Bureau, 1994). Whereas these tourists seek out rural destinations, it has been shown that the populations of rural areas are migrating to larger cities. Prideaux (2002) identifies the “transformation of the twentieth century where country-side rural dwellers have migrated to urban populations in search for employment and services which are not attainable in rural areas”. As a result, these communities have been searching for alternative ways to help revitalize their rural economies.

Green tourism in Japan is an emerging trend in rural areas which has been adopted from European systems. The MAFF definition for green tourism is: a form of leisure activity involving the visitor’s stay in an agricultural village while enjoying interactions with nature, culture and people. Another concept of green tourism is centralized around urban-rural interactions (Aoki, 2010; Miyashita 2006; Tanaka, 2002). This definition was standardized by the so-called Green Tourism Law (Agricultural village-stay leisure law). Although largely inspired by systems developed in Europe, green tourism in Japan incorporates several unique aspects. Green tourism was first implemented as an important tool in establishing positive changes in depopulated farm villages in accordance with the initiative by MAFF. Green tourism was initiated as a vital tourism measure by the Ministry of Land, Infrastructure, and Transport. “As the importance of tourism becomes greater to the Japanese economy, green tourism is expected to generate various benefits such as economic revitalization and interaction between urban and rural communities” (Mitani,n.d:web).

According to Ohe (2003), the technical terms of Japanese rural tourism are as follows:

- **Farm tourism:** Activities run by farm households or farm enterprises
- **Agritourism:** Farm tourism plus activities run by farmers’ cooperatives or other farmers’ organizations
- **Green tourism:** Agritourism plus activities run by municipalities or a third sector (Municipalities often become main organizers of local festivals and events)
- **Rural tourism:** Green-tourism plus activities run by a non-farm sector or rural inhabitants in general

The Ministry of Agriculture, Forestry and Fisheries has stated that rural areas should be defined not only as agricultural and residential lands, but also as “*national public property where people can relax and cultivate a calm and harmonious state of mind*” (The Association for Green Tourism, established by the MAFF 1993). Yokoma (1998) points out that in general, green tourism in Japan is understood as a form of tourism which is supposed to promote “interaction between urban and rural communities through agricultural experiences and farm inns that provide such services.”

Rural tourism in Bali

Bali is a small island situated eight degrees below the equator between Java and Lombok. Bali is located in the Republic of Indonesia and is home to Indonesia's largest population of Hindus, who comprise around 92% of the island's population, making it something of an anomaly within the wider context of Indonesia. Between the early 1980s and mid 1990s, the development of tourism in Bali increased in terms of the number of visitors and tourism facilities including hotels, restaurants, travel agents, and transportation. The number of direct arrivals of foreign visitors to Bali increased between 12.5% to 32% per year, except in 1995, 1998, 2001, 2002, and 2003. This increase may well be used as an indicator of the tourist 'boom' to Bali in the last decade.

Land continues to be alienated from traditional use in favor of the development of tourism facilities. Following Butler's destination life cycle, Bali could have already reached the stage of stagnation. This may be reflected by a leveling-out trend of direct arrivals of foreign tourists to Bali. As Picard (1996) argued, if the touristic exploitation of Bali's culture resources should, by misfortune, lead to depletion, Bali's image as a tourist paradise will suffer. If this should happen, the tourism industry not only would have caused the ruin of the Balinese culture, it would thereby have brought about its own demise as well.

Studies by Indonesian scholars underline the importance of tourism in the Balinese economy, though it is crucial to not lose sight of the ongoing importance of agriculture (Tantera & Pakpahan, 1990 in Hitchcock & Putra, 2008). The agriculture sector includes food crops, horticulture, plantation, forestry, fishery, and animal husbandry. Due to various factors such as housing development and industrial growth, the contribution of the agriculture sector to Gross Domestic Product (GDP) has declined, having been replaced by secondary and tertiary sectors such as manufacturing. West Java, for example, is now supported by the manufacturing industry, while Bali is supported by the tourism sector and Jakarta by retail.

Agro-tourism is most popular as an alternative form of rural tourism in Bali. Reynolds (2005) describes agro-tourism as businesses conducted by farmers who are working at agricultural operations for the enjoyment and education of visitors. As such, agro-tourism presents the potential to generate farm revenue and increase profitability. Additionally, visitors of agro-tourism are in direct contact with farmers and, therefore, indirectly support the increase of agricultural production. Furthermore, according to WTO (2003), agro-tourism is one aspect of the larger field of rural tourism as it relates to tourism on farms. It gives farmers options to expand their activities and receive more income. Agro-tourism is a small part of rural tourism and agricultural practice worldwide; excluding some European countries such as Austria, France, Italy and Switzerland, farms in nearly every part of the world offer some form of rural tourism. In some countries, agro-tourism forms a large part of rural tourism as a whole.

The development of rural tourism in Wongaya Gede village in particular focus on villages engaged in agriculture (mainly rice farming). Through home stay and village accommodation programs, tourism can provide farmers with an additional source of income, helping them to expand their businesses. Inexpensive guest rooms can be added to rural dwellings and, because of the low overheads, have the potential to remain cost effective even during lulls in the tourist cycle. In rural tourism development, there are significant challenges in initially involving the local people in the development process. Lane (2009:362) says, “Rural tourism is a difficult activity to organize and regulate. It consists of innumerable small suppliers, many different type of business, and a large number of often-conflicting stakeholders.”

Tosun (2000) proposed a list of the limitations of involving people in the tourism development process. In the case of developing countries, he identified three broad limitations which include operational limitations (centralization of public administration of tourism, lack of coordination, lack of information), structural limitations (attitudes of professionals, lack of expertise, elite domination, lack of appropriate legal system, lack of trained human resources, high cost of community participation, lack of financial resources) and cultural limitations (limited capacity of poor people, apathy and low level of awareness in the local community).

2.2.5 Community

There are a wide range of perspectives on the role of communities in the context of tourism. The concept of community is complex, and there have been various ways that communities have been contextualized. Rothman *et al.* (1995) conceive of community as the territorial organization of people, goods and services, and commitments that are important subsystems of society where locally relevant functions occur. For some people, the community may be considered as the main attraction and the gatekeeper to local knowledge, while for others the community is simply the setting where tourism occurs (Mowforth and Munt 1998).

Local communities typically control the supply factor of tourism, while demand is established by tourist needs. More and more, local populations are becoming aware of the potential services and products that can be offered. Communities are heterogeneous, and not all local residents support the integration of tourism (Telfer & Sharpley, 2008). Communities are made up of individuals and organizations who may well have different values, aims and objectives and who may or may not adhere, in varying degrees, to the dominant traditions of the community. These can be sources of conflict and power struggles. Richard and Hall (2000) state that there are few sustainable tourism policies that do not refer to the importance of long-term benefits for the host community. How individuals and communities respond to tourism will play a part in how receptive the area is to tourists. The geographic setting and the strength of the local culture have roles to play as well (Telfer & David, 2008:116-117).

Upon arriving in a community, tourists will immediately encounter and interact with local residents; however, the nature of their trip and the type of accommodations and transportation they use will often determine the level of contact. An important question to consider is who controls community-based tourism and whether the benefits from tourism go to the local people or whether they are controlled by the local elite or external tourism development agents exploiting the local community.

Local communities are defined as basic administrative units or small statistical areas. They are classified as either rural or urban (OECD). The community in Wongaya Gede village consists of several stakeholders, each one with individual motivations and different reasons to support or not support tourism development. The stakeholders of tourism development consist of six groups: governments, tourism industries, local communities, tourists or visitors, universities, and NGOs. They play different roles, yet work simultaneously in applying the principles of sustainable tourism development. The descriptions of their roles are elaborated as follows:

- Governments (a central government, a tourism authority, regional governments, etc.). The roles of a government as a stakeholder are to provide policies, to manage site planning, and to function as a regulator.
- The tourism industries comprise hoteliers, restaurant owners, travel agents, and other related tourism entrepreneurs. Tourism industries participate in providing investments to support tourism facilities, small-scale infrastructures, and other tourists' demands
- Local communities comprise Desa Adat (customary village legal body), farmers who own the land, and other societies residing in the area where tourism is being developed.
- Tourists or visitors comprise domestic and foreign tourists who intend to experience a high quality of tourism activities and attractions.
- Universities (especially the Agriculture departments, Tourism departments, and Tourism Higher Schools programs) provide qualified human resources as well as research on agriculture and tourism by issuing scientific recommendations to form new and alternative tourism development models.
- Non Government Organizations (NGOs), which are specifically concerned with aspects of agriculture, rural areas, and tourism, function as independent controllers (Rai Utama, 2007).

2.2.6 Community capacity/ capacity building

Community capacity or capacity building is a phenomenon associated with local participation in tourism development. Community capacity is the combined influence of a community's commitment, resources and skills that can be deployed to build on community strengths and address community problems and opportunities. Commitment refers to the community-wide will to act, based on a shared

awareness of problems, opportunities and workable solutions. It refers also to heightened support in key sectors of the community to address opportunities, solve problems and strengthen community responses. Resources refer to financial, natural and human assets and the means to deploy them intelligently and fairly. It also includes having the information or guidelines that will ensure the best use of these resources. Skills include all the talents and expertise of individuals and organizations that can be marshaled to address problems, seize opportunities, and to add strength to existing and emerging institutions (Meyer, 1994).

In a community capacity approach, community leaders play a vital role in handling the programs and plans towards achieving the goals of the community. In addition, a community without leadership may not be equipped to mobilize resources or influence tourism planning. Goodman et al. (1998) labeled leadership as a dimension for community capacity. Community leadership was identified as a key factor in developing tourism in local communities (Moscardo, 2008). The importance and need for community leadership in building strong capacity communities cannot be ignored. In order to develop in current economic and social environments, communities need leaders who can help local groups, businesses, and non-profit organizations to work together to address challenges and promote local strengths (Wituk et al., 2003).

The purpose of community capacity building is to enable people in a community to work together, make well-considered and collaborative decisions, develop a vision and strategy for the future, and act over time to make these real—all while tapping and building the individual skills and abilities of an ever-increasing quantity and diversity of participants and organizations within the community. Developing human resources and community leadership are important functions of community capacity building (CCB). Capacity-building is necessary for participation at the policy level; capacity is needed to deal with the rich insights and information coming from local participatory approaches, to devolve appropriate power to participating partners, and to monitor the impacts. At the local level, capacity is needed to take up the challenges that newer policies offer. The development of community capacity in Wongaya Gede village is based on a similar core concept: a leader is needed who can organize the community to work together to manage the tourism potentials, so that the tourism business is no longer in the hands of individuals.

2.2.7 Tourism Development

According to WTO (2003), sustainability is a concept that comprises environmental, ecological, social, cultural, and economic issues. Furthermore, according to UNEP (2003), strategies for sustainable tourism development should be based on established principles. Moreover, the guidelines for initiating successful tourism are considered important for national governments, destinations and organizations

which wish to be guided by the ethics of sustainable and responsible tourism. The guidelines include: community participation, stakeholder involvement, local ownership, establishment of local business linkages, sustainability of the resource base, community goals, cooperation between local attractions, businesses and tourism operators, carrying capacity, monitoring and evaluating, accountability, establishment of education and training programs, and positioning.

2.2.8 Empowerment

Empowerment is defined as the process of enhancing the capacity of individuals or groups to make choices, and to transform those choices into desired actions and outcomes. The concept of empowerment is necessarily connected to the development of community-based tourism. The concept by Scheyvens (2003) used the same dimensions of empowerment as Arai (psychological, economic, social and political) in the theoretical framework. In order for a community to become empowered economically, it will need to ensure access to productive resources in the tourism area.

Social empowerment is increased if the money generated from tourism is used for social development projects such as improving water supply systems or building clinics. Psychological empowerment is a reflection of a community's confidence in its ability to participate equitably and effectively in tourism planning, development and management. Political empowerment means that the voices of the local community are being heard in regards to the tourism development process.

2.3 Related Theories

Several theories exist regarding the discussion of tourism development. These theories examine the various approaches to local participation in relation to developing rural tourism, which aims to revitalize and empower the local community. For the purposes of this study, the Theory of Participation and the Theory of Empowerment are considered the most appropriate to represent the conditions of the two villages in the case studies.

2.3.1 Participation Theory

It is important to explain the theoretical relevance of local community participation in the development of rural tourism. Participation is defined as a process of empowerment that encourages local people to help in the identification of problems, to make and implement decisions, and to maintain control over continued sustainable development (France, 1998; Arnstein, 1996; Pretty, 1995). In their implementation, tourism development projects also include a necessary consultation stage, a long-term decision-making process, policy-making and follow-up evaluation. All these stages should be open to local involvement and it is important to ensure that communities actively participate in every stage of the

project cycle (Garrod, 2003 cited in Sanchez, 2009). Typologies of participation is that developed by Arnstein (1965: 216-217) defines participation as the means by which citizens can induce significant social reform which enables them to share the benefits of an affluent society. According to Timothy (1999) participatory tourism planning includes two aspects: involvement of locals in decision making and involvement of locals in benefits from tourism.

Tosun (2000:626) contends that community involvement in tourism can be considered from at least two viewpoints, namely the decision-making process that would involve community participation and the benefits of tourism development such as employment and business opportunities. The involvement of the local community in the decision-making process is a prerequisite to reaping tourism benefits, but the process is rarely found in developing countries because of a variety of constraints (Li, 2006).

In general, community participation focuses on the decision-making processes and the benefits of tourism development (Gibson and Marks 1995; Timothy 1999; Tosun 2000). It is thought that only when local communities are involved in decision-making, can their benefits be ensured and their traditional lifestyles and values respected (Gunn 1994; Lankford and Howard 1994; Linderberg and Johnson 1997; Mitchell and Reid 2001; Sheldon and Abenoja 2001; Timothy 1999; Wells 1996). Based on this theory, examined community ownership and control are aspects of community participation. Participation, therefore, becomes an essential element in the process of empowerment. The notion of empowerment validates the view that there are powerless people in society and that most of them are poor. Participation in all spheres of life - personal, social, economic, and political - are viewed as very important in the empowering process. It enables the members of a community to gain access to a much broader range of opportunities so that they may realize their full potential and contribute to the development of their community.

Participation is a rich concept that varies with its application and definition. The way participation is defined also depends on the context in which it occurs. For some, it is a matter of principle; for others, practice; for still others, an end in itself (World Bank, 1995). Participation can be considered “a process of empowerment that helps to involve local people in the identification of problems, decision-making and implementation which can contribute to sustainable development” (France, 1998 cited in Sanchez, 2009). Indeed, local participation is one important aspect of sustainable tourism development and it is included in the United Nations Environment Program (UNEP) Principles for Implementation of Sustainable Tourism proposed in 2000 by United Nations (Sinha, 2006).

Another condition for success is capacity building, which involves purposefully developing and strengthening human resources and institutional capacities among local communities. The process of participation is a mechanism for building capacity in the rural areas. Regarding to Van der Ploeg (2000),

community capacity building is necessary for all those involved in establishing and sustaining development in rural areas. Community participation in the tourism development processes can support and uphold local culture, tradition, knowledge and skill, and create pride in community heritage (De Lacy et al., 2002). Increased community participation is a means by which to achieve community capacity and improve local conditions (Lasker et al., 2001). Community involvement and participation in tourism development will also ensure that tourism revenue stays in the host communities. This will enhance livelihoods and generate a profitable source of income, empower and motivate local groups to direct cross-cultural exchange in the way they wish and to adopt practices, which conserve, protect and preserve the environment (UNCSD 1999, cited in De Lacy 2002).

Community participation in rural tourism has many stakeholders, including tourists, rural tourism enterprises, non-rural tourism enterprises, the village collective, the local government and tourism administrations, non-governmental organizations, local residents, scientific research institutes, media, rural tourism planning designers, and the surrounding environment. There are varying degrees of community participation in tourism development; however, there is no one system of community participation which guarantees complete success (Tosun, 2005). Currently, there is no standardized approach to the strategy of community participation. For the research carried out in Wongaya Gede village, local participation was viewed as a mechanism for encouraging and empowering the local community. Conversely, in the Yamashiro District, local participation could be described as a mechanism for involvement in the decision making-processes of tourism development.

2.3.2 Degree of Local Community Participation

Local community participation is one of the mechanisms that can empower people to take part in tourism development. Bopp et al. (2000) identifies seven dimensions of community involvement: a shared vision, a sense of community, community participation, community leadership, resources, skills and knowledge, communication and ongoing learning.

Donaldson and Preston (1995) refined Freeman's definition, stating that to be identified as a stakeholder, the group or individual must use the two words 'local' and 'participation' regularly to emphasize the need to include and involve local people; and it is this juxtaposition of the two words which implies, paradoxically, that it is local people who have so often been left out of the planning, decision-making and operation of tourist schemes. Community participation concerns the engagement of individuals and communities in decisions about things that affect their lives (Burns, D. Heywood, F. Tylor, M. Wilde, P. and Wilson, M).

Gunn (1972) advocated the involvement of local community groups in order to achieve development outcomes which would benefit both local communities and visitors alike. However, for most

scholars concerned with community participation in tourism, Murphy (1985) is the preferred point of intersection with the literature. Murphy's (1985) argument, which states that the local inhabitants of tourist destinations form an integral part of the tourism 'product' and, as such, should be involved in the consultation and planning process, is now widely accepted in theory (Pearce, 1989; Inskip, 1994; Gunn, 1994), although some (Getz and Jamal, 1994) have been critical of Murphy for not extending his argument to demonstrate how the community approach might be achieved in practice.

Drawing on the work of Harrison and Husbands (1996) and Gunn (1988), Bahaire and Elliott-White (1999:251) summarize the various strategies proposed for implementing community participatory approaches to tourism planning and development. It is suggested that community participation should be encouraged through, for example, the establishment of permanent tourism committees or forums, focus groups, attitudinal surveys of the community, the provision of educational materials and public hearings on key planning issues. While such strategies strive to provide inclusive approaches to tourism development, the issue of non-participation remains unresolved.

Participation is a process for building capacity in rural areas. To participate requires a process that shows the level of participation in an activity. Arnstein (1971) developed a typology of community participation with eight different categories: manipulation, therapy, informing, consultation, placation, partnership, delegated power, and citizen control. Pretty's typology (1995) of community participation identified seven types of participation with an increasing degree of active involvement: manipulative participation, passive participation, and participation by consultation, participation for material incentives, functional participation, interactive participation and self-mobilization. Six different types of participation (Pretty and Hine, 1999:6) ranging from 'passive participation (people participate by being told what has been decided or has already happened)' to the principle of local participation may be easy to promote; the practice is more complex and clearly participation may be implemented in a number of different ways. Pretty has identified and described different types of participation, as shown in Table 1, which offers a critique of each type. Local circumstance, the unequal distribution of power between local and other interest groups, and differing interpretation of the term 'participation' are reflected in Pretty's work.

Table 1 Pretty's typology of participation: How people participate in development programs and projects

Characteristics of each type	Typology
------------------------------	----------

People participate by being told what has been decided or has already happened. Information being shared belongs only to external professionals.	Passive participation
People participate by being consulted or by answering questions. This process does not concede any share in decision-making, and professionals are under no obligation to consider people's views.	Participation by consultation
People participate in return for food, cash or other material incentives. Local people have no stake in prolonging technologies or practices when the incentives end.	Bought participation
Participation is seen by external agencies as a means to achieve their goals, especially reduced costs. People participate by forming groups to meet predetermined objectives.	Functional participation
People participate in joint analysis, development of action plans and formation or strengthening of local groups or institutions. Learning methodologies are used to seek multiple perspectives and groups determine how available resources are used.	Interactive participation
People participate by taking initiatives independently of external institutions to change systems. They develop contacts with external institutions for resources and technical advice they need, but retain control over resource use.	Self-mobilisation and connectedness

Source: Pretty, cited in Tosun 2006.

Another model of local participation is the one of Moscardo (2008:67). This model is not associated with any particular type of tourism. Moscardo established some steps, grouped into three priorities, in order to achieve community involvement. These steps are presented in Figure 6. They represent a formal framework with practical guidelines for any local participation model.

- Understand what resources the community can offer and persuade all people involved to work together	First priority
- Increase community awareness of the costs and benefits of tourism	Second priority

<ul style="list-style-type: none"> - Develop a tourism plan with clear goals and objectives - Form an organized structure for implementation - Gather community input and support for tourism development - Identify key leaders 	
<ul style="list-style-type: none"> - Develop education and training programs for the community - Ask leading institutions to give expert assistance to local people 	Third priority

Figure 6 Prioritized steps for community involvement

Source: Moscardo 2000

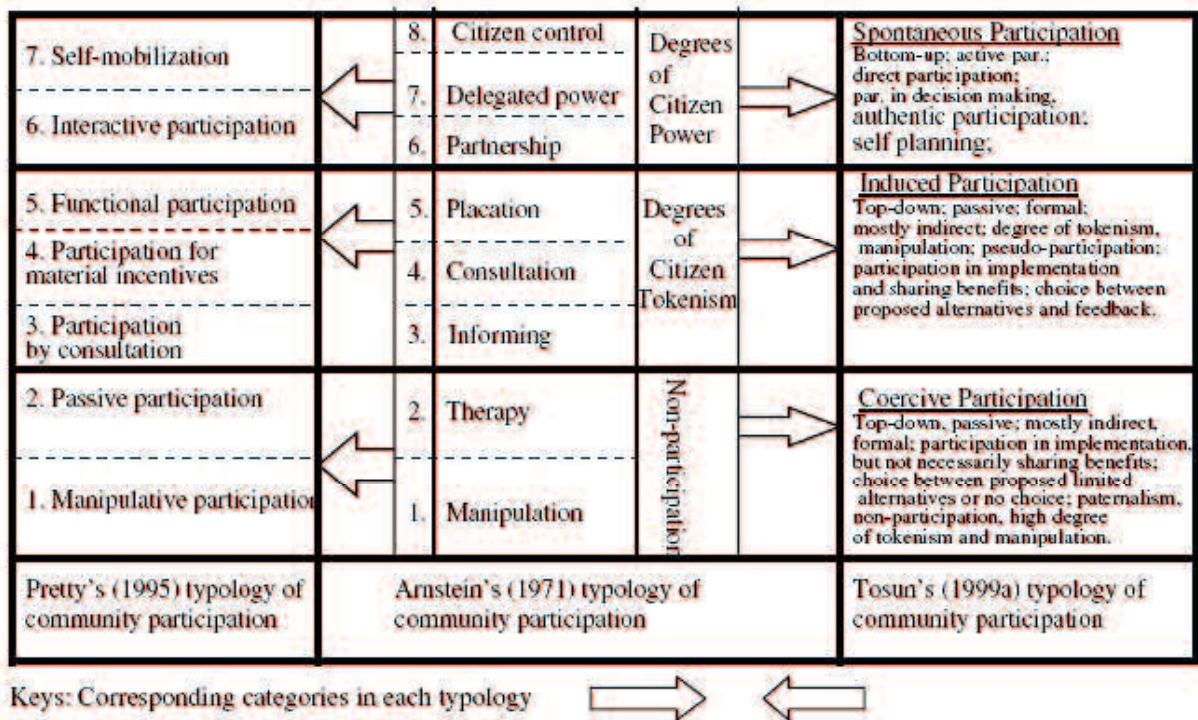


Figure 7 three theoretical models types of local participation

Source : Tosun (2006)

Figure 7 presents three theoretical models of approaches to local participation. Spontaneous community participation in Tosun's model, which emphasizes provision of full managerial responsibility and authority to the host community, suggests an ideal mode of community participation in tourism which is similar to degrees of citizen power in Arnstein's model and to self-mobilization and interactive participation in Pretty's model. Induced community tourism in Tosun's model, in which the host

community has a voice regarding tourism development process through an opportunity to hear and to be heard, is similar to the degree of citizen tokenism in Arnstein's model and to functional participation by consultation or participation for material incentives in Pretty's typology. In this type of participation, the community is often involved partly in the decision-making process, but has no power to ensure that their views are considered for implementation, especially by powerful interest groups such as government bodies, multinational companies, and international tour operators, thereby enforcing a certain degree of tokenism as identified in Arnstein's typology. It is a top-down approach, a passive and indirect form of community participation most commonly found in developing countries in which host communities only endorse decisions and participate in implementation of tourism development issues or decisions made for them rather than by them.

In coercive community participation, the host community is not as fully involved in the decision-making process as it is in induced participation. However, some decisions are made specifically "to meet basic needs of host communities so as to avoid potential socio-political risks for tourists and tourism development" (Tosun, 2006:495). While this kind of participation is viewed by many people as a substitute for genuine participation and as an approach to enable power holders to foster tourism development primarily to meet the desires of decision makers, tourism operators and tourists, it is similar to manipulation and therapy in Arnstein's model and passive and manipulative in Pretty's typology (Tosun, 2006).

This study has applied all three models to Wongaya Gede Village and the Yamashiro District to determine the definitions of degrees of participation as a base for analyzing local participation in rural tourism development in those regions.

2.3.3 Challenges to rural tourism development in peripheral areas

Despite the opportunities presented by tourism development, the reality is that most communities have not managed to integrate tourism-into their general development strategies. There are a number of challenges to peripheral communities which have a knock-on effect on small business formation and survival, i.e., the restrictive circumstances make it less likely that someone will start a new business and, even if they do, these circumstances will limit the possibilities of economic development and survival.

Müller (2011 cited in Brouder, 2013) lists a number of the general challenges facing peripheral areas, which also affect tourism development initiatives: (i) lack of local control over decision-making in which communities try to focus on endogenous growth to reduce dependence on external actors; (ii) weak internal economic linkages and information flows, making individual economic development more directly tied to the core or other regions rather than encouraging local cooperation; (iii) geographical remoteness from markets and poor infrastructure, a growing issue of concern for peripheral tourism,

particularly in the context of climate change and carbon budgets for travel; (iv) ageing societies with decreasing population figures – most peripheral communities are faced with this trend which puts pressure on local businesses and public services, but tourism has some potential to help stem this decline by creating demand locally and even leading to immigration; and, (v) lack of innovation and human capital, which makes positive change less likely.

Tourism development must be considered from a long-term perspective with the underlying aim of engaging in tourism which is not damaging to local landscapes and communities and instead links local culture to the local environment (McCool & Moisey, 2001). The rationale for supporting tourism in rural and peripheral areas is that it helps to keep communities economically buoyant by maintaining the commercial viability of local shops (Löffler, 2007); by adding to local social capital (Macbeth et al., 2004); and by supporting a more diversified regional economy. Thus, tourism has potential even if it is difficult to achieve this potential in practice. George et.al (2009) call for an integrated approach to rural tourism development while remaining aware that tourism is more often than not emergent and dynamic, making management of development more challenging. For other communities it is more important to consider how tourism can complement other development initiatives and other community goals.

2.3.4 Empowerment Theory

The issue of empowerment is a key element of successful sustainable tourism, particularly in developing countries. It may be argued that without empowerment, sustainable tourism development is nearly impossible for communities to attain (Sofield, 2001). This study considers the Theory of Empowerment to describe the differences of local capacity between Wongaya Gede village and the Yamashiro District.

As previously mentioned, community participation is an essential element in the process of local empowerment. Empowerment is an ideologically-laden word, but it can be taken to imply: the encouragement and enabling of communities to have direct involvement in and control over what happens in their lives (Davies, 1996). This implies that an empowered community would have real influence and control over local resources, accountable and representative local leadership and decentralized and democratized services underpinned by the principle of equity.

Empowerment is a process that enhances awareness, strengthens capabilities, develops skills and achieves more participation, more equality and more influence. Empowerment for the construction of community capability includes: economic empowerment, in which a community benefits extensively from tourism development; mental empowerment, which strengthens education and skill-training; social empowerment, which fosters social organizations and elites as well as political empowerment, which constructs dialogue platforms (Barr, 1995). Empowerment (Rappaport, 1984) according to Zimmerman

(2000:43) may occur at multiple levels of analysis. As a process, it is the mechanism by which people, organizations, and communities gain mastery over their lives. These definitions suggest that empowerment is a process in which efforts to exert control are central. At the community level of analysis, empowerment may refer to collective actions to improve the quality of life in a community and to the connections between community organizations and agencies. Organizational and community empowerment, however, are not simply the aggregate of many empowered individuals. Empowerment also occurs at various levels, such as individual, group, and community.

Empowerment of a local society involves local actors combining their efforts to improve the quality of local life (Zimmerman, 1995). Empowerment is both a valuable resource in the community as well as a theoretical model for understanding the process and consequences of effort to exert control and influence over decisions that affect one's life, organizational functioning, and the quality of the community. Thus, local actors become agents capable of solving problems in decision-making and capable of implementing proposed solutions. The empowerment theory provides principles and a framework for organizing our knowledge (Zimmerman, 2000). The quality of local relations among stakeholders is an important factor conditioning the ability of a community to become empowered. Notably, individual characteristics of the various stakeholders influence community capacity. In particular local leaders can encourage collective actions through their activities (Allen & Korsching, 2004), because they can integrate local stakeholders and boost cooperation. In addition, collective efforts that question traditionally proposed solutions require assistance from public and social institutions (Cole, 2006).

The empowerment of local societies requires two types of investments: investments in integration of stakeholders—and investments in activities facilitating collective efforts (Helling, Serrano & Warren, 2005). The emergence of a community is a manifestation of the empowerment of the local society. Empowerment builds on interactions that influence participants' involvement in actions that work towards improving local wellbeing (Aigner, Raymond & Smidt, 2002).

Empowerment is fundamental in encouraging the local community to develop rural tourism. The empowerment theory has been adopted as a way to turn community capital into community-empowerment in Wongaya Gede village, especially for the elderly. Empowering processes are those where people create or are given opportunities to control their own destiny and influence the decisions that affect their lives. Empowering processes might include opportunities to develop and practice skills, to learn about resource development and management, to work with others on a common goal, to expand one's social support network, and to develop leadership skills.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Introduction

The following section presents details of the methodologies used for this study, including the research design, instruments used in data collection, and sampling techniques, as well as a justification of the methods and techniques used.

3.2 Research Design

Both qualitative and quantitative techniques were implemented for the data collection of local communities in the case study destinations. Walle (1997: 528) advocated various tools and techniques to address the multidisciplinary characteristics of the tourism field. The qualitative approach, including in-depth interviews with key informants and observation, was used. Qualitative methods have become increasingly appropriate to researchers of tourism as they begin to explore personal feelings, perception and attitudes, particularly of host communities and the impact of tourism on them (Walle, 1997: 534). The researcher used a case study approach to study local community participation between Wongaya Gede village and Yamashiro District context. The case study method is useful for investigating a contemporary phenomenon within its real-life context, which facilitates analysis of various evidence, such as documents, interviews, and participant observation (Yin, 1989 cited in Herrera, 2006:5). For the process of analyzing the perception of the local communities of Wongaya Gede village and the Yamashiro District, a Likert-type scale was used to analyze the perception of local people in the Yamashiro District. The analyzed sample consisted of 82 respondents. In Wongaya Gede village, a series of in-depth, semi-structured individual interviews was conducted, in addition to monitoring focus group discussions (FGD). A detailed explanation of how the interviews were conducted and how the participants were recruited can be found later in this section of the research paper.

The information obtained from both Wongaya Gede village and the Yamashiro District was analyzed using the SWOT process to ascertain the potential of rural tourism investments. Similarly, the participation of local communities was examined to discover their individualized approaches to tourism involvement and support. A detailed questionnaire was designed to analyze local perceptions and opinions of tourism development.

3.3 Case Study Design

To address the research objectives, a case study approach was selected so that local participation in rural

tourism could be examined extensively. A case study is definable in terms of demographic and geographic entities such as communities, countries, or events (Veal, 2011:343). According to Gerring (2007:37), the “case study approach is most usefully defined as an intensive study of a single unit or a small number of units (cases), for understanding a larger class of similar units (a population of cases).” The case studies were conducted in two distinct regions: Wongaya Gede village in Bali, Indonesia, and

the Yamashiro District, in Yamaguchi Prefecture, Japan. The distinct profiles of each region will be detailed later in this paper.

Data Collection Methods

3.4.1 Primary Data:

Some of the data on Wongaya Gede village were collected from previous research that examined the interactions and readiness of the local community in developing rural tourism. All other primary data were obtained from the following sources: the community leaders in Wongaya Gede village and in the Yamashiro District, local community members, and other participants within the local government and tourism agencies. This study examined these two villages located in different regions of the world, specifically to identify various stakeholders and examine differences related to their views and opinions. The following method was used in primary data collection at both locations.

Participant observation – a tool for data collection that involves experiencing the way of life prevailing in the local community. Participant observation helped the researchers learn the perspectives of the populations by experiencing the participants' lives in their own environment as well as their day-to-day experiences (Denzin, 2009: 185).

Questionnaire – the type of questionnaire used in the Yamashiro District is a Likert-type scale. The questionnaires were distributed to the community and later collected by researchers.

Unstructured and semi-structured interviews – Unstructured interviews were conducted informally and often during unscheduled conversations with members of the local community.

In-depth interviews – an effective qualitative method for encouraging participants to reveal their personal feelings, opinions, and experiences (Mack et al., 2005: 30). These interviews were conducted with local community members and other stakeholders involved in tourism development. Interviews were conducted with authorities to obtain in-depth information about the management of the local community, particularly related to event and activity planning. Interviews were also conducted with the head of the Yamashiro branch office and the leader of the International Division of Yamaguchi prefecture to obtain a general overview of local management. In Wongaya Gede village, interviews were conducted primarily with local private-sector businesses.

Focus Group Discussions (FGD) – Focus groups were monitored in Wongaya Gede village to obtain information related to community-based discussions and levels of group participation. In the focus groups, 15 people participated with the heads of each of the nine *Banjar* and six individuals to represent groups including entrepreneurs in the tourism business, young residents of the village, and *subak* groups (farmers).

3.4.2 Secondary Data

Data related to existing tourism activities in Wongaya Gede village, public facilities and their use, local infrastructure, cultural and societal trends, public trust, and so on were obtained from the following sources:

- a. Literature reviews of academic works related to the topic
- b. Reviews of tourism development plans in both Japan and Indonesia

3.5 Selecting Participants

The community members, who were selected to participate in formal data collection in Wongaya Gede village, were chosen based on a series of qualifications. In general, those selected were distinguished leaders familiar with the research themes who were able to provide accurate and complete information. Consequently, the participants included the following: the village head, the *Kelian Adat* (local community leaders), *Subak* groups (farmers), the tourism industry entrepreneurs, and the head of the Culture and Tourism Department of Tabanan. Local communities, NPO, and local governments are the stakeholders who were selected as participants in completing the data in Yamashiro District.

3.6 Instruments of Research

The research instruments used for this study were selected for reliability and accuracy to ensure quality data collection. The specific instruments used for this study were: local guides to assist in conducting in-depth interviews and assistive technology such as cameras and recording devices for observation.

3.7 Methods of Analysis

Both qualitative and quantitative descriptive analysis techniques were used to examine the collected data.

1. Qualitative descriptive analysis: By visiting the case study destinations and interacting with the communities, researchers' observations of local people, lifestyles, and the surrounding environment were collected as data.
2. Quantitative analysis: Questionnaires were distributed to local households using a mail-back system. The responses were quantified using the *Likert-Type Scale* analysis. The *Likert* scale is commonly used in survey research. It is often used to measure respondents' attitudes by asking the extent to which they agree or disagree with a particular question or statement. A typical scale might be "strongly agree, agree, not sure/undecided, disagree, and strongly disagree." The purpose of this questionnaire was to identify the overall perception of the local community

towards rural tourism development in the Yamashiro District. Data were recorded in a frequency table for easy analysis.

The analysis of a *Likert* scale involves classification of data into two categories: scale and score. This is called the *Likert Scale Summated Ratings Method*. Using the *Summated Ratings Method*, the high and low scores of responses are identifiable.

For the purposes of this study, a questionnaire response of “highly agree” was quantified as equal to 5, while “strongly disagree” was quantified as equal to 1. The responses of “somewhat agree,” “neither agree nor disagree,” and “somewhat disagree” were, respectively, equal to 4, 3, and 2. The interpretation of the data can be described by the following chart.

Table 2 Trends of local community perception

Community Remarks		NO
Score	Scale	
80–100%	5	1. Highly Agree
60–79,99%	4	2. Somewhat Agree
40–59,99%	3	3. Neither Agree nor Disagree
20–39,99%	2	4. Somewhat Disagree
0–19,99%	1	5. Strongly Disagree

Source: Modification Likert-scale, Primary data, 2014

3.8 SWOT Analysis

SWOT analysis examines the internal potential (strengths and weaknesses) and the external potential (opportunities and threats) of any group or organization, including local communities. The process is commonly used to formulate strategies or programs of growth (Rangkuti, 2005-29). The data collected here from Wongaya Gede village using the SWOT method can be useful in formulating a plan of rural tourism development.

Details of the SWOT analysis method are the following.

a. Strengths – For the purposes of this study, strengths were regarded as any internal advantage possessed by Wongaya Gede village (physical or otherwise) that might contribute to the development of rural tourism.

b. Weaknesses – for the purposes of this study, weaknesses were determined to be any inhibitor of the development of Wongaya Gede village as a destination for agriculture-based rural tourism.

c. Opportunities – for this study, opportunities are any potential source of profit when used by the local government. These opportunities can result from conditions that increase demand or by government policy.

d. Threats – for the purposes of this study, threats are potential sources of failure for the local economy or environment. The largest threat to the development of Wongaya Gede village, for example, was the potential destruction of the natural environment and ecosystems because of tourist activity (an external factor).

Results of this study were analyzed using the SWOT matrix to ascertain the potential of Wongaya Gede village and the Yamashiro District for developing rural tourism. Both internal and external factors were regarded as outlining a series of strategies. The SWOT matrix formula is the following:

- a. SO strategies (Pursue opportunities that are a good fit to the community’s strengths.)
- b. ST strategies (Identify ways that the community can use its strengths to reduce its vulnerability to external threats.)
- c. WO strategies (Overcome weaknesses to pursue opportunities.)
- d. WT strategies (Establish a defensive plan to prevent the community’s weaknesses from making it highly susceptible to external threats.)

SWOT Matrix

Weaknesses	Strengths	
WO Strategy	SO Strategy	Opportunities
WT Strategy	ST Strategy	Threats

CHAPTER 4
CASE STUDY: RURAL TOURISM IN WONGAYA GEDE VILLAGE
TABANAN, BALI, INDONESIA

4.1 Introduction

This purpose of this chapter is to describe the development of rural tourism in Wongaya Gede village, Tabanan Regency, Bali-Indonesia. Administratively, Bali Province is divided into eight districts - Jembrana, Tabanan, Badung, Gianyar, Karangasem, Klungkung, Bangli, Buleleng - and the independently-governed provincial capital of Denpasar. In addition to Bali Island, there are other small islands including Nusa Penida, Nusa Lembongan, Nusa Ceningan (Klungkung regency) the city of Denpasar, and Menjangan Island (Buleleng Regency). The total area of Bali Province is 5,634.40 square hectares with a 529 km long coastline. Bali Island approximates width of 85% from the total area. Mountains and hills are decorated and surrounded with green forest and agricultural areas which functioned as natural water sources for all parts of Bali. On the mountainous areas there are four lakes namely: Batur Lake, Beratan Lake, Buyan Lake, and Tamblingan lakes. The geographical condition separates Bali into two parts, North Bali with a narrow lowland plain and tideland plain; and South Bali with wide lowland plain. South Bali forms alluvial mainland passed by shallow rivers Bali has a tropic climate with average temperature between 25 and 32 Degree Celsius influenced by the high area. Bali has two seasons fixed by climate wind namely Dry Season (May – September) and Wet Season (October – April). Rain falls at anytime even during the Dry Season, however rain in the evening could drive away all the dust. The average rainfalls is 178 mm and reaches 459 mm during the rainy season while the average humidity in Bali is 79% and the wind speed is between 3.0 and 8.3 knot per hour.

The provincial government of Bali has determined that the development of tourism should follow in accordance with Balinese culture and customs inspired by Hinduism, which remains at the forefront of their traditional way of life (Bali's Government Policy No 3, 1991). Historically, Bali's economy was based on agrarian pursuits. However, since the early 1990s, the growing popularity of Bali as a tourist destination has resulted in tourism becoming a leading sector of Bali's economy. Bali is a very popular tourist destination due to its cultural activities, and the beauty of its natural scenery. As many islands have experienced rapid population growth and urbanization, increasing population pressure on limited land has led to the transformation of agricultural land into urban settlement areas. Competition between agricultural and non-agricultural land use (including tourism and other commercial activities) has already resulted in a decrease of available high quality land for agricultural use. According to Pujaastawa, et al (2005), Bali has villages which have been developed in a rural tourism format. The villages have been observed as case studies of participation in agro-tourism in Bali.

The tourism sector has grown as a source of income in Bali, as illustrated in the rising number of international tourists shown in the following Table;

Table 3
Number of Foreign Visitors Arriving Directly to Bali by Month, 2009-2013

Month	2013	2012	2011	2010	2009
January	232935	253286	209093	179273	175451
February	241868	225993	207195	191926	147704
March	252210	230957	207907	192579	168205
April	242369	225488	224704	184907	188776
May	247972	220700	209058	203388	190803
June	275667	244080	245652	228045	200566
July	297878	271512	283524	254907	235198
August	302190	254079	258377	243154	232255
September	305629	257363	258440	240947	218443
October	266562	255021	247565	229904	221282
November	307276	242781	221603	199861	184803
December	299013	268072	253591	227251	222546
Total	3278598	2949332	2826709	2576142	2385122
Growth Rate (%)	11.16	4.34	9.73	8.01	14.39

Source: BPS (Central bureau of statistic), Bali

4.2 Rural tourism in Wongaya Gede village

In the following sections, analysis of the secondary data on the implementation of rural tourism in Wongaya Gede village will be examined.

4.2.1 Profile of Wongaya Gede Village, Tabanan, Bali

Wongaya Gede village, found in the District of Penebel, Tabanan regency, Bali province, Indonesia, is located about 12 kilometers west of the capital of the Penebel Sub-district, 19 kilometers northwest of the capital of the district of Tabanan, and 40 kilometers northwest of the provincial capital of Bali, Denpasar.

Wongaya Gede Village area is divided into 9 *Banjar*, or administrative groups, known as;

1. Banjar Kaja Wongaya
2. Banjar Wongaya Sill
3. Banjar Kangin Wongaya
4. Banjar Wongaya kelod
5. Banjar Keloncing
6. Banjar Batukambing
7. Banjar Workshop
8. Banjar Sandan
9. Banjar Ampelas

Banjar is a traditional sub-village with a unitary system of government unto itself. The most important function of the *Banjar* is to uphold traditional village life and the traditional Balinese Hinduism which has been embraced for generations. Matters of customary village administration are handled by the larger village government of Wongaya Gede.

Wongaya Gede village is situated at an altitude of about 650 meters above sea level and is very mountainous, with an average rainfall of 386 millimeters per year. Wongaya Gede village has a varying topography, which consists of both flat and sloping areas. The condition of the surface layer of the soil is relatively fertile, and so many types of agricultural plants, such as rice, coffee, and chocolate, can be cultivated.

The overall land area of Wongaya Gede village is 3,023,326 square acres. The land is mostly used for agricultural purposes and plantations, while the rest is occupied by gardens, forests, etc. The division of land use can be seen in Table 4.

Table 4
Details of land use in Wongaya Gede village

Land used	(%)	Width (Ha)
Rice field	10.95	331,000
Tegalan/moor	10.01	302,620

Yard	1.06	32,000
Cemetery	0.01	0.435
Forest	66.38	2,007,000
Other	11.59	350,271
Total	100.00	3.023.326

Source: Monography of Wongaya Gede village (2001)

The population of Wongaya Gede village is 3,503 people: 1,714 men and 1,789 women. The total population consists of about 1,100 families. Most residents pursue their livelihood as farmers, while others work as civil servants, army/police, private sector employees, self-employed/merchants, and artisans. A more detailed classification of the population based on livelihoods can be seen in Table 5;

Table 5

Classification of community based on livelihood

Livelihood	(%)	Number (people)
Government employment	6.92	197
Military	1.30	37
Private employment	6.67	190
Entrepreneur	0.53	15
Fisherman	0.95	27
Farmer	83.63	2,381
Total	100.00	2,847

Source: Monography Wongaya Gede village (2001)

The total population of farmers is 2,381 people (83.63%). As such, agricultural commodities produced in Wongaya Gede village are quite diverse. The income derived from farming, however, is generally equal to the consumption needs of the family. The high density of the agricultural population, in combination with the narrowing space available for farming and the lack of modern agricultural technologies, creates a situation of both low-supply and low-demand. Per capita, each farmer in Wongaya Gede village has an average of 0.14 hectares of wetland and 0.13 hectares of dry land and/or plantations, a total of 0.27 hectares of agricultural-use land. According to the strata of farmers filed by Siahaan (1980;

117), which is based on the average size of rice fields, farmers in Wongaya Gede village are categorized as “poor farmers.” Recognizing the limited income derived from the agricultural sector, the local people started paying more attention to the development of other sectors, especially the tourism sector. The tourism sector grew rapidly because the village had a number of potential ecological and social factors that were developed as attractions.

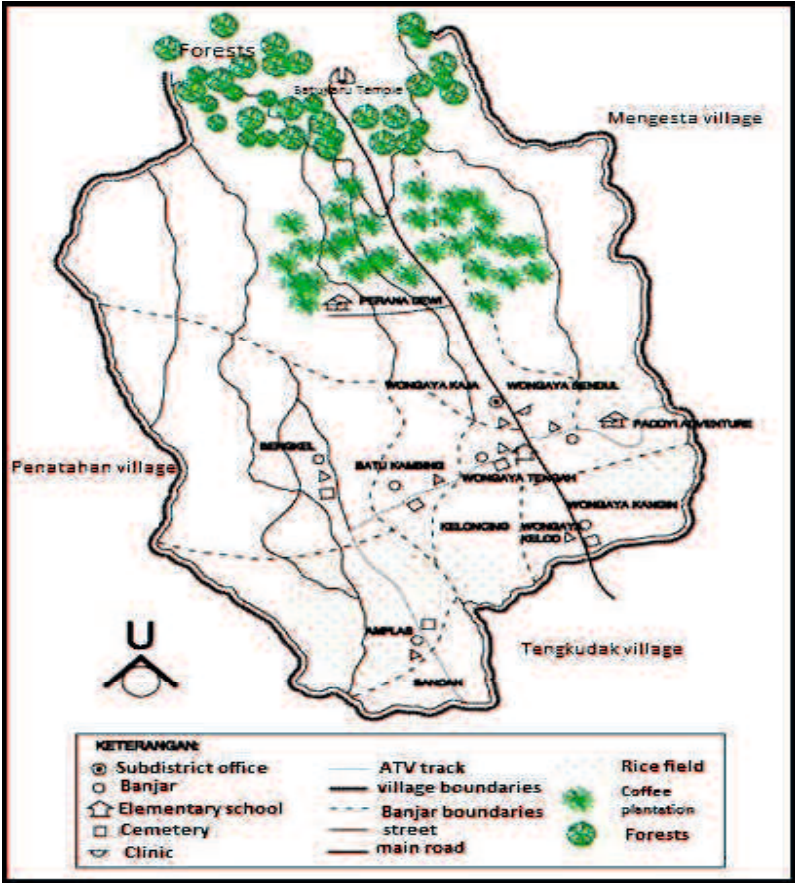


Figure 9: map of Wongaya Gede village

4.2.2 Rural Problems

Wongaya Gede village is located in the mountains and is surrounded by forests and farm land. This environment is an appealing attraction for many tourists. However, the rapid growth of tourism is causing changes to the surrounding land. Areas that were once designated as crop fields have been developed into villas, hotels, and restaurants.

Wongaya Gede Village has become popular for international tourism, especially for travelers from Europe. Typically, European tourists are passive and seek activities where they can interact with the

natural environment. Perhaps the local community did not realize the potential of its idyllic surroundings, as they generally lacked the knowledge and tools to study and understand tourism. There were no management strategies regulated by the village or local government, therefore data about tourists was not recorded precisely, and tourist support facilities were not available. The development of tourism activities in Wongaya Gede Village was not managed or structured well, and—was controlled completely by the private sector. Local people did not have the necessary capital to create businesses or invest in tourism, and thus did not have a chance to gain any benefits from tourism activities.

4.2.3 Developing Rural Tourism in Wongaya Gede Village

Rural community investment is important for developing countries, and allows for those communities to become hubs of prosperous tourism activity. The development of tourism cannot be successfully managed when the private sector, or in the case of Wongaya Gede village, private entrepreneurs, holds the majority of control, since their main motivation is based only on the profit-to their own businesses. Tourism development can only be sustainable and successful when dominated by the public sector (Cooper, 1993:130).

The most popular form of rural tourism in Wongaya Gede village is agro-tourism. Agro-tourism is defined here as a set of rural activities including: participating in farming activities, exploring local culture, enjoying the landscape and agro-biodiversity, observing organic and conventional agricultural practices, and sampling tropical fruits and vegetables. Agro-tourism provides an opportunity to increase an agriculturist's participation in the tourism sector through the provision of goods and services in the form of the cultural and environmental amenities associated with agriculture (Catalino, 2004).

4.3 Identification of Potential Tourism in Wongaya Gede village

The potential of tourism in Wongaya Gede village can be divided into ecological potential and socio-cultural potential. The ecological potential includes both natural and agricultural activities, and is discussed in detail below.

4.3.1 Ecological Potential

1. Agricultural / Rice Fields and Plantations

The area of land used for paddy fields Wongaya Gede village is 331,652 square hectares while moorland takes up 648,750 square hectares. The average ownership by local communities of land for rice cultivation is 30 square acres. Agriculture is the main source of income, especially in the wetland (rice paddies) areas, where the community focuses on the economic needs of their agriculture fields. The moorland in Wongaya Gede village is primarily used for the cultivation of coffee and cocoa crops. The

traditional agricultural areas are natural environments where land cultivation does not seriously disrupt the surrounding ecosystems.

To maintain the authenticity of this environment, the village has a rule prohibiting the selling of agricultural land to outsiders. Therefore traditional terraced scenery still makes up the east side of Wongaya Gede village, and is considered the second most appealing landscape in Bali after Batukaru temple. Some local people have even built a scenic restaurant in the center of such rice fields. The influx of capital from outside investments has increased opportunities for development of local tourism, but has also presented challenges to the social order and the local environment.

The cultivation of coffee and cocoa along the roadside to the Batukaru temple has also become an attraction for tourists. Foreign tourists can often be found wandering in the gardens and chatting with locals farmers, while enjoying the natural atmosphere.

2. Forest Area

The total forest area in Wongaya Gede village is 2,007,000 square hectares, nearly all of which is in essentially unspoiled condition. Many different types of large trees surround Batukaru temple, which is located at the foot of the Batukaru Mountain. It is the second highest mountain after Mount Agung and is well preserved and maintained. In the center of the forest area near the east side of Wongaya Gede village, there is a waterfall known as Singsing Klesih which has the potential to be developed into a natural tourist attraction. In nearby areas, private business owners have already found opportunities for hiking, trekking, bird watching, sharing nature lore and other outdoor leisure activities.

4.3.2 Socio cultural potential

1. Pura Luhur Batukaru (Batukaru temple)

Socio-cultural potential includes cultural and traditional activities that can be managed or developed as attractions for tourists. One example of such an activity is the exchange of unique, traditional arts and craft near Pura Luhur Batukaru. Batukaru temple is situated in the center of the forested area at an altitude of 900 meters above sea level, along the southern slopes of Mount Batukaru and is 1.5 kilometers from Wongaya Gede village. This temple belongs to the *Sad Kahyangan*, the six major temples in Bali. Several religious ceremonies are held at this temple regularly every 210 days. Most of the tourists who visit Batukaru temple are European travelers (German, Dutch, French, and Russian), but there are also a few Australian, Taiwanese and Japanese tourists. The potential of this Batukaru temple in supporting the development of tourism in Wongaya Gede village is very clear. The management of Batukaru temple is handled by the *Desa adat* organization of Wongaya Gede village.

2. Traditional culture

Cultural potential for tourism development exists in the rich customs of Wongaya Gede village, including *Megacikan* and various types of traditional dances. *Megacikan* is a type of local art that uses the sounds of *okokan*, a tool that is worn around the neck of cattle. Although this custom is not practiced regularly in modern times, the *okokan* has been passed down from generation to generation and is often used in the ceremony to open *Nyepi* day. Tourists are typically interested in observing and preserving local customs, so *Megacikan* could be revived and developed to such an end. In addition to *Megacikan*, other traditional local customs include the *Joged bumbung* dance, the *sanghyang* dance, the traditional gong, *angklung*, leather puppets and the drama gong (a traditional performance instrument). The potential of these local traditions should be developed and managed for tourism.

4.3.3 Tourism Facilities in Wongaya Gede Village

1. Prana Dewi Mountain Resort

The Prana Dewi Mountain Resort is located in the north of Wongaya Gede village. It is one of several private resorts owned by local resident I Gede Hanjaya. He has designed the resort to meet the needs of international tourists. The resort has 10 bungalows of traditional architectural style, for a total of 13 rooms and one restaurant. The resort currently employs 12 locals. Prana Dewi Mountain Resort is surrounded by the beautiful scenery of terraced rice fields and crop farms, a total land area of around 2 square hectares. The mission of the resort is to offer tourist facilities that promote a healthy and friendly environment, such as organic farming systems that do not use chemicals, and lend to the resort's popularity.

Locally-grown food is served in the resort restaurant. The travelers who frequent the resort are often tourists who come from Europe, especially Germany, and who generally stay for three to five days. According to the manager and owner of the resort, I Gede Hanjaya, organic farming is the most profitable activity for the resort now that—the current level of overall tourism has decreased because tourists are increasingly motivated to seek out healthy and natural surroundings. The agricultural development of tourism based on ecological and cultural potential is expected to provide future economic benefits to local communities, support environmental conservation efforts and contribute to the revitalization of local culture. Tourists will also be able to gain more from their tourism experiences.

Other activities offered at Prana Dewi resort are trekking and yoga. The trekking courses utilize the surrounding agricultural land, allowing tourists to interact closely with nature. The yoga classes offered at this resort are intended to provide healing and relaxation, and incorporate elements of Tai Chi and gong playing.

2. Batukaru restaurant

The Batukaru Restaurant, established in 2003, is located in the south area of Wongaya Gede village and is surrounded by beautiful scenery. The restaurant is owned by local resident I Gede Sudibya, who employs 15 local residents as staff. The maximum seating capacity for this buffet-style restaurant is 40 people. The Batukaru Restaurants is only open for lunch, operating between the hours of 10:00 and 16:00.

The restaurant also supports the development of agro-tourism by offering several types of local vegetables and fruits such as *salak* (snake fruit) and mangosteen, crops such as coffee and chocolate, as well as local spices such as cloves, nutmeg and ginger. The concept of agro-tourism is designed to introduce local dishes to the tourists which they may have never tasted. The Batukaru Restaurant has agreements with 3 travel agencies, namely Bali Tour, Go Vacation, and Redana Tour. These travel agencies recommend or even directly bring guests to the restaurant. From interviews with the owner, it seems there are already plans underway to increase the capacity of the restaurant in order to better accommodate groups and individual travelers.

3. Batukaru Hotel

The Batukaru Hotel is another property owned by I Gede Sudibya. It is a luxury hotel located just minutes from the famous Jatiluwih area, which was recently listed as a UNESCO World Heritage site, and boasts some of the island's most spectacular views. Scenically perched on the slopes of Mount Batukaru, the hotel overlooks perfectly manicured rice terraces and is surrounded by forests, springs, waterfalls and temples. It is a sight far from typical tourist areas and yet only 120 minutes from Bali's International Airport. The facilities include 18 luxury hotel rooms and six one-bedroom villas. There are a range of exciting activities available, from rice field trekking to cycling, guided excursions to waterfalls, and of course the nearby attractions of Jatiluwih.

The hotel directly employs 17 local residents, but besides hotel staff locals also act as food suppliers by providing agricultural products such as vegetables and fruits.

4. Paddy Adventure

Paddy Adventure is a private company under the management of PT. Bali Payung Negeri. The following attractions are offered by Paddy Adventure;

a. ATV (All Terrain Vehicle) Ride

ATVs are four-wheeled vehicles used for driving across rough, unpaved terrain. They are often used in agriculture or for recreation. They generally have 250cc to 350cc power engines and are easy to drive, even under unusual driving conditions. At Paddy Adventure, the ATV Ride attraction is a nine kilometer course through paddy fields, and takes one and a half to two hours to complete. The package

price is \$87 for individuals and \$137 for groups of two. According to the manager of the company, most of those who participate in this attraction are from Europe, Japan, and recently even domestic travelers. This tour package is managed in cooperation with travel agents and social institutions such as *subak* institutions, *Desa Dinas* (official village legal body), and *Desa Adat* (customary village legal body). The company currently employs 45 staff members, 60% of whom are from the local village (Dedy, interviews, 2009). The ATV course runs through two villages, Wongaya Gede village and neighboring Tengkidak village. The path is very challenging and traverses two *Subak* (water irrigation) tracks.

The village did not receive any compensation for the use of the *Subak* tracks, although individuals who have contributed land for the course are compensated for any damage done by the ATVs. If the ATV tour package included fees to compensate the use of community land, like the *subak*, it could be seen as a valuable source of business enterprise and community empowerment.

The damage to the *subak* tracks has caused complaints from the local community, including one Nyoman Wardika, a rice farmer in the *Subak Tengkidak*. According to Mr. Wardika, the ATV course tends to stick to muddy terrain like the *subak* area as opposed to dry, flat farm land, and thus he and other farmers receive little compensation while the water irrigation tracks suffer heavy use. Thus, local communities sometimes feel disadvantaged by the presence of tourism in their villages.

b. Tour cycling package

This tour package is in high demand for Wongaya Gede tourists, but is managed directly by Paddy Adventure from its office in the city of Denpasar. As such, there is no involvement from the local community. The community should, however, be included in the activity and could, for example, provide the bicycles. As long as safety standards are met, low-cost or even used bicycles could be recycled for use by tourists through a rental or profit-sharing enterprise so that the local community would receive some benefits from the presence of tourists. In exchange, tourists could enjoy the beautiful scenery of the rice fields, and chat with locals as they ride and explore along the route. In this way, tourists can experience the daily life of the local community, such as cooking with simple equipment and making offerings. Many tourists would have the opportunity to enter local homes and sample local dishes. These kinds of activities are very attractive experiences for tourists.

4.4 Forms of rural tourism in Wongaya Gede Village

Tourists who visit Wongaya Gede village generally come to experience nature and the authenticity of the local, agricultural environment. Based on this motivation, all agricultural and rural activities have the potential to be developed into tourist attractions, and can educate the tourists about local ways of life. Rural areas in Bali almost have similar characteristics, therefore necessary to

packaging a quality tour packages base on the rural potential, local culture and custom. Some examples of such tourist attractions are as follows:

1. Organic farm
2. *Subak* conservation
3. Culture revitalization

All types of agricultural activities mentioned above have the potential to be developed as new attractions and a form of tour packages that can be offered as a leisure activity for tourists, outside of tour packages that already exist. The tour packages above will be encouraging the farmer directly in tourism activities. Farmers (local community) will return to organic farming methods and expand the diversity of their crops. Farmers will gain opportunities for economic growth by restructuring how they farm and what they grow.

Subak conservation is working to develop a sustainable model of rural tourism that includes on-site education about the *sawah* (rice field) and the *subak*. Tourists will have the opportunity to stay in the farmers' family compound and may choose to participate in the activities of village life, including the spiritual ceremonies surrounding rice culture. These tourist activities will fall in step with Balinese culture and daily life, and will immerse the tourists into an environment very different than their own.

Culture revitalization is a key to keeping a culture up and running for generation. *Megacikan* is one of the traditional art kinds of equipment sounds put on the neck of cattle. *Megacikan* used to regularly hold in the harvest season, however this traditional tradition is no longer exist. Since not many communities who keep the cattle and people have different work patterns from the past. *Megacikan* is potential to revitalize as tourist attraction.

Already, those locals who understand this economic potential have been utilizing the tourist boom by building restaurants near the popular rice fields. There are also investors and managers who employ local people as staff members, and many travel agencies who bring more and more tourists to Wongaya Gede village. There are few direct return benefits, however, to local communities. Tourism in rural communities mainly depends upon private tour operators, who bring outside tourists into local villages. When local people are involved in tourism, it is as cheap labor or as part of the tourist attraction, mostly in the form of cultural “shows” or displays (Epler Wood, 2002: 44). Based on the research, tourists who come to Wongaya Gede village are interested in having agriculture experiences and, incidentally, want to buy agricultural and food products. Development of tourism cannot be optimized if run entirely by the private sector, as the only motivation of private business is profit. Tourism development can only be sustainable and successful when dominated by the public sector (Cooper, 1993:130). In regards to tourism sustainability, tourism activities should also take into account various environmental, ecological and cultural factors.

In rural areas, local community participation and local government support are essential societal factors on the path to development. The success of rural tourism sustainability in Wongaya Gede Village, depends on the role of local communities. Therefore this study observed focus group discussions to examine how the communities developed their local resources and maintained sustainability. Local attitudes towards the tourism development plan in Wongaya Gede village could be monitored through these focus group discussions; as well. McDonald (1995), Milman (1993), and Morgan (1988), respectively, carried out focus group studies to obtain information on rural tourism development programs and detailed the perceptions and involvement of leaders, local businesses, and other stakeholders. The results of the focus group discussions can be used in Wongaya Gede village to establish a tourism development strategy that emphasizes local opinions and brings about cooperation between the community and business owners.

1. Tourism Packages

The development of new tourism packages and products must reflect the available environment and local cultural. According to prior research, tourists are typically motivated to visit Wongaya Gede Village to experience agriculture and have direct involvement with rural activities. Thus communities must create businesses and tourist attractions which appropriately utilize the available agricultural resources.

2. Local Leadership

Local organizations formed by local communities should have a leader who can support and direct the planning of successful rural tourism development in the village of Gede Wongaya. The community members lack knowledge about tourism development strategies, and therefore need integrated cooperation between the local government and tourism businesses. One local resident explained; "Wongaya Gede village does not yet have an organization that can accommodate the aspirations of local communities due to a lack of knowledge about tourism, nor do we have sufficient funds or appropriate leadership within the community" (I Nyoman Nurtaya, 2009).

3. Support and Participation of Local Government

The role of local governments is very important to facilitate the development of tourism models, as the government can provide some funding for improving and promoting Wongaya Gede village. The government also has the power to create and maintain the necessary facilities for tourism. Government assistance can provide opportunities for rural communities to educate and train locals about the benefits of tourism.

4. Sufficient Funds for Tourism Development

Rural tourism in Wongaya Gede village is still undeveloped due to a lack of funds. The government funds for building and maintaining public facilities are limited. Currently, all funding for tourism facilities such as bungalows, restaurants and so on is provided by the private sector. According to information obtained from the focus group discussion, there are little to no funds available to improve local resources as local governments have limited resources to invest in tourism.

5. Strategic Planning

Planning is fundamental for the efficient and effective use of resources and funds, especially in rural areas with weak economies. Tourism planning requires the involvement of all stakeholders associated with the development of tourism. Thus, to make a strategy for tourism development that can benefit the local communities, environment, and society in Wongaya Gede village, there is need to establish a variety of policies; (1) identify market demand, (2) increase the supply of desirable tourism activities, (3) improve accessibility/infrastructure, and (4) employ members of the local community in the tourism sector.

6. Cooperation and Coordination between Investor and Local leadership

The result of the focus group discussions emphasized the cooperation that can be done by existing businesses in Wongaya Gede village. There are several privately managed businesses currently operating in the tourism sector (including an inn and several restaurants). Cooperation between these business owners and local leaders can create more opportunities for growth while supporting both the businesses and the community.

7. Coordination of Promotion

Tourist motivations can be very diverse, and the success of tourism development depends on knowledge of the tourism market and management of a community's potential value. Local people in Wongaya Gede Village have a need to know about the products and services they can offer in accordance with tourism demands. Then they can develop ways and means of promoting tourism attractions in Wongaya Gede Village through cooperation with businesses, travel agencies and the media to draw visitors.

As Picard (1996) argued, if the touristic exploitation of Bali's culture resources should, by misfortune, lead to depletion, Bali's image as a tourist paradise will suffer. If this should happen, the tourism industry not only would have caused the ruin of the Balinese culture, it would thereby have brought about its own end as well.

8. Contribution of Tourism to the Local economy

Tourism to Wongaya Gede increasingly promotes the creation of new activities, the emergence of tourism facilities, and a rise in local employment. This provides benefits to the village by providing

opportunities for local people to engage in tourism activities and consequently improving the economic situation for the average family.

9. Enhancement of Local Human Resources

Quality human resources and services would also affect tourism development in the village of Wongaya Gede. A lack of knowledge and understanding of tourism as a whole may discourage locals from becoming directly involved in tourism activities, yet those who are familiar with tourism can be great resources to the entire community.

10. Local Community Involvement

Local community support is very important for the development of tourism in the Wongaya Gede village. The role of communities in providing good services and friendly hospitality help to promote a good image for the community. The locals are not limited only to the role of employees, but can also as decision makers for the development of rural tourism in Wongaya Gede village.

Conclusion

- Wongaya Gede village is founded upon agriculture as the main source of income for the greater population. Those very agricultural activities have the potential to attract tourism. The ecological and socio-cultural potentials can also attract tourists to this village. Local communities should act as key stakeholders in the development of community based tourism, and should fully understand the potential of their villages, although most of them currently do not have enough knowledge of

the field. Therefore the involvement level of local communities in rural tourism is only as a employees of the existing tourist industry.

- Rural tourism development depends upon the involvement of local people. To make rural tourism in Wongaya Gede village sustainable, integration and cooperation between local community members, the private sector and local governments is needed. The primary motivations of tourists to Wongaya Gede village are interests in activities related to agriculture. To create a tourism development plan that provides benefits and advantages for the communities of Wongaya Gede village, policy change is needed, specifically: (1) knowledge about market demand, (2) increasing supply of tourism activities and services, (3) improved accessibility and infrastructure, and (4) employment of local residents in the tourism sector. In addition, local people should have knowledge about their village's potential resources in accordance with tourist demands. Thereafter, it is necessary to promote tourism in cooperation with businesses, travel agencies, and media.

CHAPTER 5

RURAL TOURISM IN YAMASHIRO DISTRICT

5.1 Profile of Yamashiro District in Iwakuni City, Yamaguchi Prefecture

Yamaguchi Prefecture is located at the far western end of Honshu Island. The *Shinkansen* (high-speed bullet train) and major highways that connect Honshu and Kyushu Island run through Yamaguchi Prefecture. Yamaguchi Prefecture's southern coast is an urbanized area that includes Shimonoseki City, Yamaguchi City, Ube City, and Shunan City. Meanwhile, the island areas and some parts of the northern coast of Yamaguchi Prefecture are primarily rural. The prefecture has a total area of 6111 sq.km, and a total population of 1,421,370. There are 4200 sq. km of land which is considered 'mountainous' and 367,000 people inhabited this area in 2010. This shows that the mountainous regions in the prefecture are very sparsely populated (Yamaguchi Prefecture, 2013 cited in Chakraborty, 2014). The prefecture is seriously affected by aging and depopulation in the rural areas. In 2012, 29.2 % of the population was age 65 and above. In demographic terms, rural areas are facing rapid depopulation and aging of the remaining community members.

Iwakuni is divided into urban areas (along the coast) and rural areas (including the Yamashiro District, which was formerly separated into Nishiki Town, Hongou Village, Mikawa Town and Miwa Town). The physical geography of Yamashiro District consists of 90 percent forest covering a mountainous landscape. The population of Yamashiro District has declined due to the migration of youth, falling birth rates and an aging society. For example, the population of Yamashiro in 2005 was 11,523, but declined to 10,056 by 2010 (Iwakuni city, 2011). The main cause of depopulation in rural areas like Yamashiro District is the search for employment and better education facilities in urban areas. Population change results in a decreased labor force, which in turn affects the economic growth of the Yamashiro District. Agriculture is a major industry for Yamashiro District, but demographic change has also influenced production.

5.2 Identifying Rural Tourism Potential at Yamashiro District, Yamaguchi Prefecture

The development of rural tourism in Yamashiro District is one method to encourage interaction between tourists and local communities. Yokoyama (1998) points out that, in general, green tourism in Japan is understood as a form of tourism which is supposed to promote "interaction between urban and rural communities through agricultural experiences at farm inns that provide such services." Rural-urban exchange programs focus on high school student participation in excursions that introduce tourism activities in Yamaguchi. Yamashiro District, as a mountainous area, has the environment to accommodate student excursions involved in rural activities.

Tourism resources at Yamashiro District can be classified into two groups: ecological potential and socio-cultural potential. Ecological resources are natural and agricultural. These have the potential to be developed as tourist attractions. As agriculture is the main livelihood for local communities, the economy of the area is largely dependent upon it. The varieties of agricultural production are *shitake*,

wasabi, soy beans, *kisinekuri*, peaches, cucumbers, and tomatoes. Some agricultural products can be made into higher value products, in the way that soybeans are processed into *miso* (Japanese fermented soup) or rice is processed into *mochi* (rice cakes).

Socio-cultural potential encompasses the diverse culture and customs of traditional farming communities. Farming can be a reflection of culture through a number of activities, including rice planting festivals, traditional industry and art, historical and cultural activities such as Kagura dance (a form of dance or music dedicated to Shinto gods), and *Taiko* performances that are used in Japanese traditional music and activities of meditation.

Agricultural activities that have the potential to attract tourists to Yamashiro District are vast, and include things such as planting, harvesting with local farmers, farm tours, trekking (from Iwakuni to Yamashiro District), and other outdoor activities in a rural setting. Some rural tourism activities were established by an Non-Profit Organization (NPO) called “Hot Nishiki” in 2006. This organization, along with a related Yamashiro Experience and Exchange Council, operates tourist attractions that include canoeing, fishing, and local cooking.

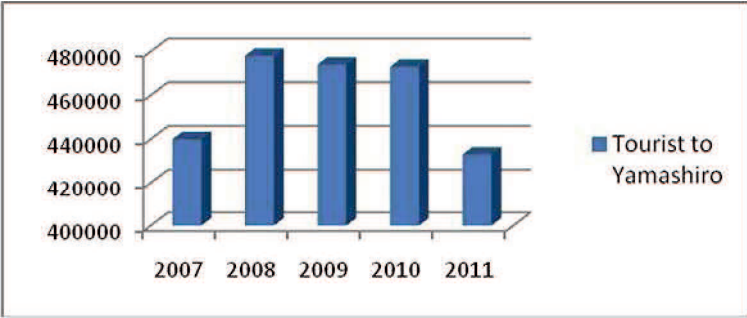


Figure 10 The Number of Tourist to Yamashiro
Source: Iwakuni City (2011)

Tourism Activities in Yamashiro District

Student excursions and other similar annual programs attract a few visitors to Yamashiro District. The student excursion programs are well managed by the Yamashiro Prefectural branch office and “Hot Nishiki”. It is an NPO that is managed by local people and which aims to support and develop the Nishiki region (Yamashiro District). Urban school excursions to rural areas contribute to the local economy and help students understand the rural way of life. Forms of tourism at Yamashiro District include farm stay programs with opportunities to experience agricultural work around the local community. Eighty-one farm stay sites are owned by local communities and are located around the Yamashiro District. Table 2 shows the number of students who participated in annual excursions in Yamashiro District from 2008 to 2010. In 2011, there were four separate excursion trips with a total of 263 students. Again the program

changed in 2012, and while there were only three excursions, the total number of participants increased to 322 students. The activities offered are: experiencing agricultural work, fishing, cooking, trying authentic local foods, and learning to make local crafts. Furthermore the student excursion programs are expected to foster interaction between urban and rural communities. The complete data regarding student excursions to Yamashiro District is detailed below.

Table 6 The Number of Student excursion at Yamashiro District

Number of Homestays	Number of Students	Schedules	Year
28	107	8/25 - 8/29	2008
8	24	8/24 - 8/28	2009
4	13	10/2 - 10/11	2010
43	136	5/19 - 5/20	
20	61	7/26 - 7/29	2011
8	28	9/2 - 9/4	
Stayed at hotel	38	9/7 - 9/9	
Stayed at hotel	24	5/16 - 5/17	2012
6	18	8/28 - 8/30	
81	280	10/30-11/1	

Source: Iwakuni office, 2011

Recently, the proactive use of rural resources in the creation of leisure activities is helping to promote local tourism and community revitalization. According to METI (2010), rural growth strategies for local revitalization, such as the New Growth Strategy—Blueprint for Revitalizing Japan, which was enacted by the Cabinet in June, 2010, regulates “utilizing Japan’s unique cultural assets, traditional arts, and other cultural heritage” as “surefire ways to invigorate the local economy and provide more opportunities for employment.” Because of this, the Agency for Cultural Affairs implemented the “Project for Tourism Promotion/Revitalization of Local Communities” from FY 2011, which promotes

culture, tourism and the local economy by utilizing cultural heritage, traditional rituals and events, nurturing young generations as successors, and supporting the restoration and exposure of important cultural properties, buildings and other structures and historic sites.

5.3 Rural Problems

There are complicated problems affecting Yamashiro's rural areas at present. The main problems can be classified into two aspects: population (an aging society) and land.

5.3.1 Problems of Population and land

Population

Depopulation progressed significantly during the high economic growth in the 1960s. The word "depopulation"- *Kaso* in Japanese - first appeared in a government document in 1966, and the first law seeking to counteract depopulation was enacted in 1979.

Japan's total population in 2011 was 127.80 million. This ranked tenth in the world and made up 1.8 percent of the world's total. Japan's population density measured 343 people per square kilometer in 2010, ranking seventh among countries with a population of 10 million or more. On the other hand, the population of children in Japan (0-14 years) in 2011 amounted to 16.17 million, accounting for just 13.1 percent of the total population, the lowest level on record since the survey began. The work-force population (15-64 years) totaled 81.34 million people and accounted for 63.7 percent of the entire population, continuing a declining trend since 1993. As a result, the ratio of the dependent population (the sum of ages and child population divided by the production-age population) was 57.1 percent. In term of their proportion of the total population, the elderly have surpassed the youth since 1997.

The population pyramid of 1950 shows that Japan had a standard pyramid shape marked by a broad base. The shape of the pyramid, however, has changed dramatically as both the birth rate and death rate have declined. In 2011, the elderly population (65 years and over) was 29.75 million, constituting 23.3 percent of the total population and marking a record high. This percentage of elderly in the population is the highest in the world. The rapid aging of Japan's population is much faster than in advanced Western European countries or the U.S.A. Although the elderly population in Japan accounted for only 7.1 percent of the total population in 1970, 24 years later in 1994, it had almost doubled in scale to 14.1 percent. In other countries with a large elderly population, it took 61 years in Italy, 85 years in Sweden, and 115 years in France for the percentage of the elderly to increase from 7 percent to 14 percent of the population. These comparisons clearly highlight the rapid aging of the population in Japan (Statistics Bureau, MIAC).

Land

The degradation of land for farming and forestry use has also been progressing at a remarkable rate, especially since the mid 1980s. It resulted in the abandonment of cultivation and ruined forestry land, due to the shortage of labor in agriculture and forestry. The degradation of land has coincided with the process of population decline through natural occurrences. During the period when there was a rapid decrease of the population in rural areas, many of the older generations—chose to stay and continue farming and forestry. The labor shortage did not become immediately evident at that time, owing to new labor saving processes using mechanization and chemicals and also due to the improved health and longevity of the parent generations. However, the labor shortage has become a real issue now that the older generations have retired (Odagiri, 2011).

As a result, farming has rapidly been abandoned, especially in hilly and mountainous areas; thus, the problems of such areas have been brought up for discussion in the national political arena. The term "hilly and mountainous areas" has been used in academic circles in discussing specific regions since the 1960s. The public administration, the Ministry of Agriculture, Forestry and Fishery (MAFF) in 1988 defined them as "areas with insufficient flat farmlands"; and included in this both areas on the periphery of the plains and in the mountains.

The Emergence of Rural Policy

Historically, Japanese agricultural policy had been developed under the Basic Law on Agriculture (1961-1999), the main target of which was “to equalize differences in productivity and income between agriculture and other industries”. National and local governments have been trying to introduce other industries into the rural economy for income diversification since the 1970s, but the results to date have been limited. Reflecting on these circumstances, the new targeted areas of Japanese policy on farm household income diversification is “on-farm” or “off-farm, but local-specific” pluriactivity which is deeply related to farming or rural traditions, such as direct sales with practical experiences, green tourism with farmhouse accommodation and foods, and participatory activities in farming and harvesting.

In recent years, the rural development policy “Complementarities and Interrelationships between Urban and Rural Areas” has been vigorously promoted by both the public and private sectors. The objectives of this policy can be summarized as follows:

1. Urban residents feel an increasing need to integrate rural amenities in their lifestyle.

- Residents in urban areas have their own image of agriculture and rural community life. They would like to find comfort, relaxation, and safety, as well as fresh and high quality agricultural products in the countryside.

- Most Japanese believe that children should learn about agriculture and rural life to promote understanding of the importance of nature and food production.
2. There is an increasing need for other gainful activities by farm households in order to maintain the demographics and social structures of rural communities.
 - Aging and depopulation have continued, and in some cases the population of certain communities is at a critical stage. The concern of losing the benefits of rural amenities has provoked a demand for policies supporting rural revitalization.
 3. There is a demand to move away from policy measures that encourage higher levels of resource usage and instead to enact measures that aim at environmental preservation (OECD).

With this law, policy measures concerning environmental preservation during tourism activities in rural areas are clearly stipulated.

5.4 Resident Perceptions towards rural revitalization through tourism: results from the community questionnaires

This section analyzes the research question, what is the perception of the local community towards rural tourism development? As presented in the literature review section, local participation in rural tourism can be an important tool for solving the problems faced by rural areas. One of the goals of this study is local revitalization through rural tourism. Thus, it is essential to increase the local community members' understanding of the concept of revitalization, and how it can be achieved through rural tourism. In order to increase understanding, it is necessary to determine the extent to which the locals are familiar with this process, information which can ultimately be used as a reference for the development of rural tourism activities in their region.

Social capacity is one measure used to determine the readiness of the community to adapt to tourism. Local understanding of the concept of community participation is a key to preparing rural tourism activities. The readiness of the community could eventually be used as a reference for the development of rural tourism activities in their region. The data for this research was collected through Likert-type scale questionnaires. During the winter of 2013, the questionnaires were delivered to a random sample of households in Yamashiro District via email. The completed survey forms were then collected by the official Nishiki government branch office and sent to the researchers for analysis.

In total, 82 completed questionnaires were received and examined. Of the 82 respondents, 17 were women aged 26-64 and 33 were men aged 28-61. There were three questions which made up the questionnaires. These are presented in the sub section below:

5.4.1 Local Community Perception in rural development through tourism

The local community is an important part of rural tourism development as residents are the managers of rural potential. Therefore, local participation can lead to successful development strategies and sustainable benefits for the community. The results of this study conclude that local communities generally support development through tourism.

Table 5.1 Local perception in rural development through tourism

Remark	Number of Responses (People)	Percent (%)
Strongly Agree	13	15.85
Somewhat Agree	42	51.22
Neither Agree Nor Disagree	11	13.41
Somewhat Disagree	14	17.07
Strongly Disagree	2	2.44
Total	82	100

Source: Primary data 2014

Table 5.1 shows that 51.22 percent of the 82 respondents selected “Somewhat Agree” in response to the first question. The second most frequent response was “Somewhat Disagree” with a percentage of 17.07. Total score from 82 respondents was 296 with a mean of 72.2 percent; this was the same mean—as the “Somewhat Agree” category. Only two participants responded with “Highly Disagree,” a percentage of 2.44. These results represent an overall feeling of support from local communities for tourism as a mean of development.

5.4.2 Student Excursion Programs as a tool to successful local revitalization

Student excursions are implemented by local government to attract urban youths to Yamashiro District and educate them about rural activities. The aims of the program are to solve problems such as depopulation and the increasing elderly population. The perception of the local community towards this program is generally enthusiastic, and the residents are directly involved and in its organization.

Table 5.2 Local Perception towards student excursion programs

Remark	Number of Responses (People)	Percent (%)
Strongly Agree	2	2.44
Somewhat Agree	31	37.80
Neither Agree Nor Disagree	28	34.15
Somewhat Disagree	21	25.61
Strongly Disagree	-	-
Total	82	100

Source: Primary data 2014

Table 5.2 shows that only 2.44 percent of respondents highly agree with utilizing the student excursion program as a tool for local revitalization. The most frequent response, at 37.80 percent, was “Somewhat Agree”, followed by “Neither Agree Nor Disagree” at 34.15 percent; “Somewhat Disagree” was selected by 25.61 percent of respondents. The total score from 82 respondents was 260 with a mean of 63.4 percent; this was the same mean-as “Somewhat Agree”. The results show that perception of the local community towards this program is generally enthusiastic, although not unanimously so.

5.4.3 Local Communities Lack the Skills and Knowledge to Develop Tourism in Rural Areas

The purpose of this questionnaire was to assess local community preparedness to implement rural tourism. Readiness includes things such as possessing the proper skill sets and knowledge to manage a system of tourism.

Table 5.3 Local perception towards skills and knowledge for developing tourism in rural areas

Remark	Number of Responses (People)	Percent (%)
Strongly Agree	24	9.3
Somewhat Agree	42	51.22
Neither Agree Nor Disagree	9	10.97

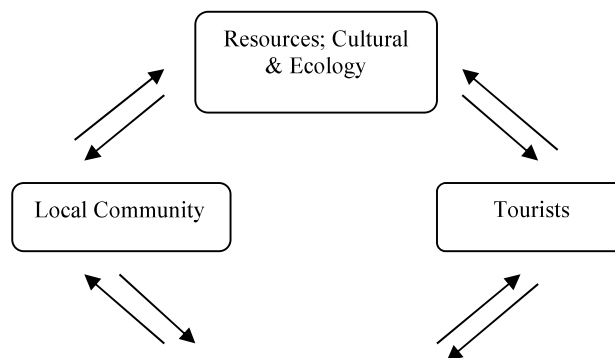
Somewhat Disagree	7	8.54
Strongly Disagree	-	-
Total	82	100

Sources: Primary data 2014

Table 5.3 shows that 51.22 percent of participants agreed with the statement, while the second largest group, at 10.97 percent, neither agreed nor disagreed. The percentage of respondents who selected “Highly Agree” or “Somewhat Disagree” were close, at 9.3 percent and 8.54 percent respectively. The total score from 82 respondents was 329 with a mean of 80. The researcher thus concludes that local community members in Yamashiro District are aware of their lack of preparedness to develop tourism.

5.5 Opportunities for Developing Rural Tourism in Yamashiro District

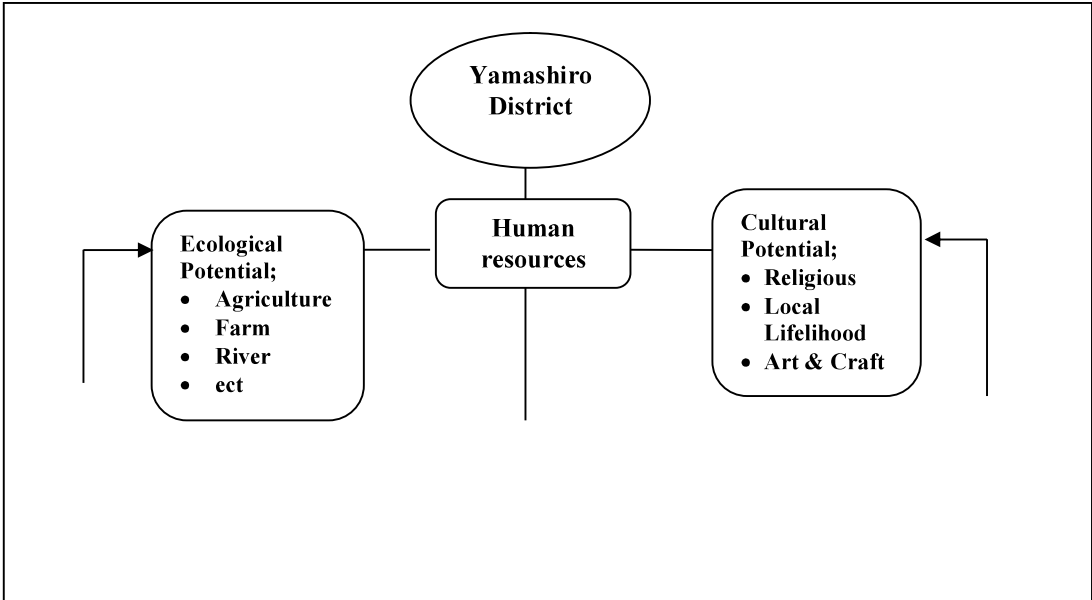
Opportunities for rural tourism development exist as potential resources and in the diversity of rural activities in Yamashiro District. The mutual coordination of tourism activities management at Yamashiro District is undertaken by the government of Yamaguchi Prefecture and the local government of Iwakuni City. These activities are further supported by private sector organizations, including: the Research Association of the Hiroshima Bay Urban Area, the Association of Domestic Tourism, the Domestic Commerce and Industry Association, the Domestic Cooperation of Forestry, and the Domestic Cooperation of Agriculture. Figure 11—illustrates the cooperation of the various stakeholders (local communities, tourists and government). The integration of all stakeholders is expected to involve the local communities in order to create diverse sources of income and opportunities for local economic growth. The government is expected to provide economic support and regulate the conservation of the environment and socio-cultural resources for the sustainability of rural tourism activities in Yamashiro District.



Government

Figure 11 The integration of Rural Tourism Development at Yamashiro District

Most members of the community of Yamashiro District depend on farming as a primary livelihood, and the same agricultural activities can be developed to promote rural tourism. Such tourism would empower the local communities and present opportunities to improve the local economies. Yet developing tourism is a challenge when, as in the current situation, a large percentage of the population is elderly, and the younger, business-oriented residents have migrated to larger urban areas. A conceptual framework or model is needed in order to implement and maintain sustainable rural tourism in the Yamashiro District.



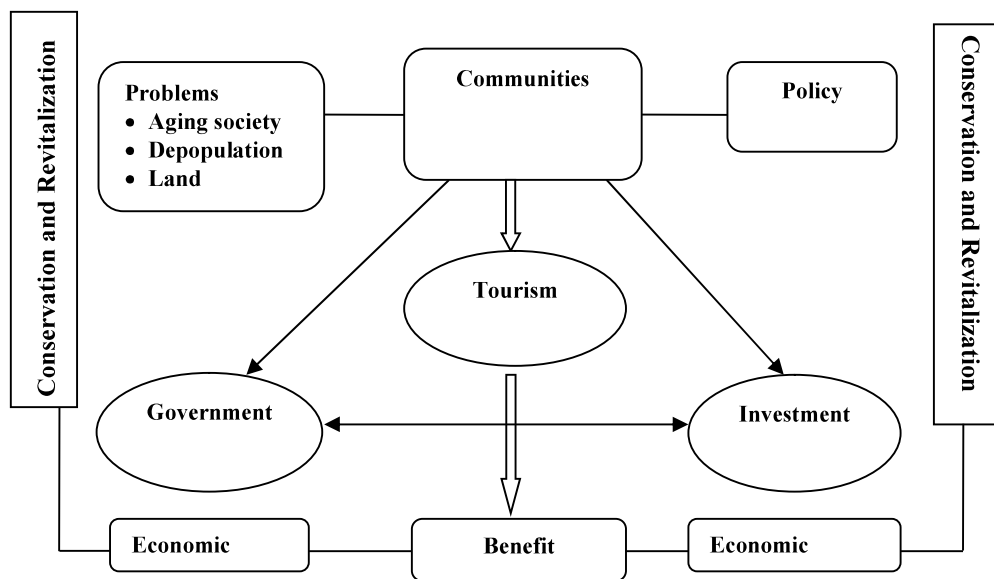


Figure 12 Model of Rural Tourism Based on Local community

Figure 12 illustrates a model of rural tourism based on existing resources at Yamashiro District, including ecological potential, human resources, and socio-cultural potential. Tourism is a tool of rural development, and therefore the preservation of local agriculture and society must be made the first priorities. As a remote area, however, Yamashiro District is faced with unique problems related to depopulation and disorganized policy-making. To solve these problems, local communities must collaborate with private investors and related government bodies to formulate policies and diversify the agricultural activities associated with tourism. Cooperation between stakeholders would result in economic benefits, rural revitalization and the conservation of ecological and socio-cultural resources in Yamashiro District.

Figure 13 describes the cooperation of multiple stakeholders. Each element of the community contributes to the implementation of student excursion programs. The role of the local government is to plan and coordinate the events and collaborate with home stay organizations, such as Min-Paku, and NPOs like “Hot Nishiki.” Both the local private sector and the local government provide support via funding. The cooperation of these local community elements can lead to rural revitalization and the sustainability of rural tourism development.

development

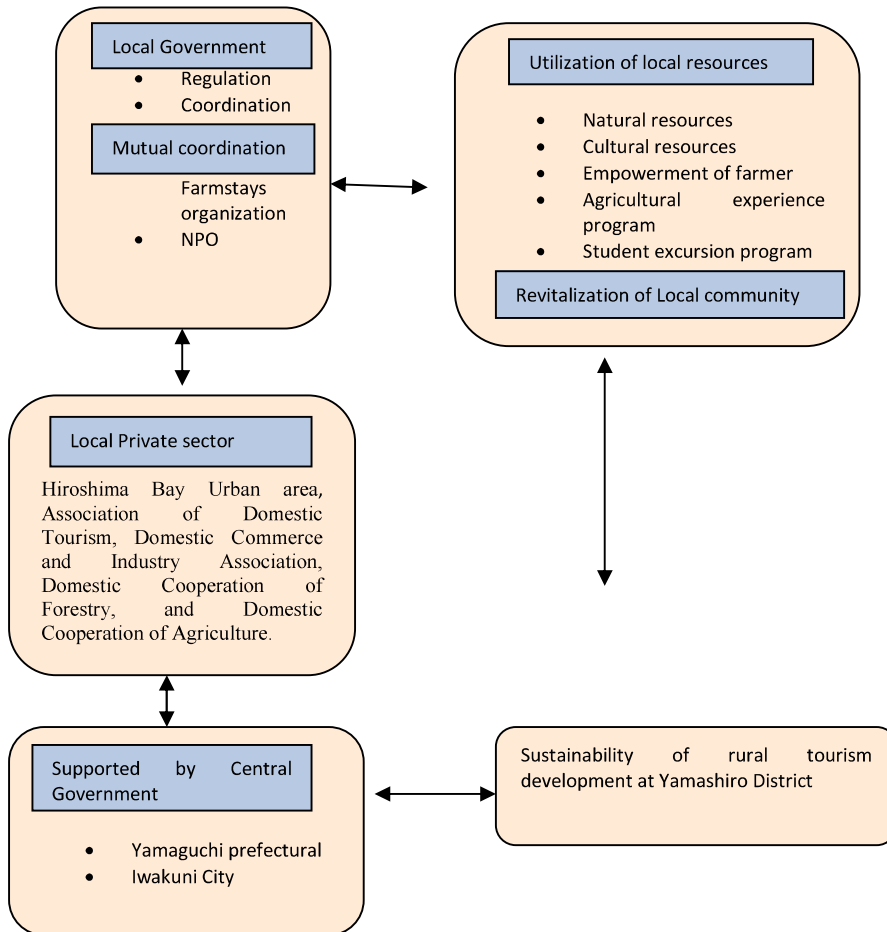


Figure 13 The integration of stakeholders for the sustainability of rural tourism at Yamashiro District.

Conclusion

- The problems facing Yamashiro District present unique challenges to developing rural tourism. Depopulation and an aging society are two problems that must be solved. Student excursion programs are one type of activity that has the potential to develop tourism opportunities and promote learning.

- Rural tourism development through student excursion programs in Yamashiro District can potentially help to increase average family income, create jobs for the youth, generate tourism-related businesses, and increase the economic value of the village.
- Based on the data collected by this survey, most of the local communities of Yamashiro District agree that rural resources (particularly rivers, agricultural activities, farm lands, and cultural resources) are the main areas for tourism development, but tourism development is seen as a challenge due to skill and knowledge barriers.

CHAPTER 6
COMPARATIVE ANALYSIS OF LOCAL PARTICIPATION
BETWEEN WONGAYA GEDE VILLAGE AND YAMASHIRO DISTRICT

6.1 Introduction

This chapter will examine the results of the data from the case studies in Wongaya Gede village and Yamashiro District. In both destinations, local participation was measured to determine the preparedness of each community to develop tourism activities. These two, specific destinations were chosen based on several matching criteria: significant employment decline, especially in natural industries such as agriculture and forestry, and both destinations are located in remote areas characterized by mountains, rivers and other natural amenities. In Wongaya Gede Village, rural tourism has already been partially developed, while in Yamashiro district, rural tourism has just begun to be introduced. This study was conducted from 2013 until April 2014.

The system of rural tourism in Wongaya Gede village is a community effort and is run in an organized way. Tourists mainly visit from foreign locales, particularly Europe, and tend to stay for extended periods of time. In contrast, visitors to Yamashiro District are often from domestic, urban areas, and come to rural villages as part of annual programs such as student exchange. Additionally, the distinct tourism season of each destination is different. In Wongaya Gede village, tourists visit throughout the year to participate in various activities such as meditation and yoga.

The differences in tourism can be explained by examining the types of tourism activities offered by each destination. Gunn and Var (2002) identify the goals for better tourism development as enhanced visitor attractions, improved economy and business success, sustainable resource use, and community and local area integration. The research of this study used three comparable methods to examine the tourism situations in the case study destinations. First, a Likert-type scale questionnaire was distributed to local families in Yamashiro District to determine the readiness of the community to develop rural tourism. Second, the similarities and differences in rural tourism development between Wongaya Gede village and Yamashiro District were subjectively investigated. Third, the strengths, weaknesses, opportunities and threats (SWOT) of each community were analyzed to determine an optimal strategy of rural tourism development.

Before analyzing levels of local participation, the underlying reasons for introducing rural tourism to Wongaya Gede village and Yamashiro District were determined. Then both destinations were compared in terms of rural potential.

Table 7

The different purposes-for the development of rural tourism in Wongaya Gede village and Yamashiro District.

Wongaya Gede village	Yamashiro District
1. Agricultural activity is the main livelihood and is ingrained in the culture of Wongaya Gede Village. Revitalization of culture and the empowerment of local communities are the main purposes for rural tourism development.	1. Local participation is critical for local revitalization, community empowerment (esp. of elderly people) and encouraging young people to participate in rural life.
2. Lack of knowledge, limited skills and financial stringency are the main problems that are expected to be solved through tourism.	2. As typical of rural areas in mountainous regions, Yamashiro is facing problems of depopulation, an aging population and income stringency. The implementation of rural tourism is expected solve these problems.

Sources: own research, 2014

Table 7 examines the different purposes for developing rural tourism in Wongaya Gede village and Yamashiro District. The main purpose for introducing tourism in Yamashiro District is local revitalization. Local revitalization also includes aspects of empowerment (especially for elderly people) and encouraging youths to participate in rural activities. In Wongaya Gede village, tourism is expected to revitalize the local culture and empower the local communities by encouraging their active participation in the tourism sector.

6.2 The Differences and Similarities of Rural Potencies to be developed as rural tourism

Figure 14 General similarities and differences between Wongaya Gede Village and Yamashiro District

Similarity	Differences	Variable
V	V	Climate
		Landscape
	V	Religion
	V	Society type
	V	Reason for rural tourism development

Figure 14 shows the ecological and social differences and similarities between Wongaya Gede village and Yamashiro District. Each destination has its own unique characteristics (climate, religion, culture), while the landscapes are similar. Based on these differences and similarities, this study can suggest tourism development strategies that are appropriate to both destinations.

Figure 15 Supply, demand and management similarities and differences between Wongaya Gede Village and Yamashiro District

Similarity	Differences	Variable
V	V	Small tourism period
		Natural resources
	V	Rural host/local product
	V	Type of rural tourism product
	V	Type of accommodation
	V	Local businesses
	V	Local organization
	V	Visitors
	V	Tourists (overnight visitors)

Figure 15 shows that in matters of supply, demand, and management of the two case study locations, the only common factor is that of natural resources. The variables are explained as follows:

Supply, demand and management

There are various differences, while the only perceivable similarities in regards to tourism supply are natural resources. Even the length of the tourism period in each destination is different, as each sees different types of visitors with different motivations. In Wongaya Gede village, tourists tend to stay for longer periods of time than those in Yamashiro District. Because of this, accommodations (cottages/villas) in Wongaya Gede village are open year-round and rural tourism activities are available in every season. Conversely, rural tourism activities in Yamashiro District take place only two or three times per year.

Rural host/local product

These factors differ based on the type of tourists, tourist motivations, and available resources. The main source of rural tourism in Yamashiro is student excursions, in which visitors take part in a few

agricultural activities offered. In Wongaya Gede village, however, there are many various tourism activities available, such as tracking, ATV tours, and yoga.

Type of accommodation

Visitors to Yamashiro District usually participate in farm stay, living together with the host family in their home. Accommodations in Wongaya Gede village range from cottages to luxury hotels, all run by local businesses.

Local business

Tourism business in Wongaya Gede village is run by local business owners. There are two types of accommodation (cottages and hotels) and three restaurants owned by local people.

Local organization

There is no local organization to arrange and manage tourism activities in Wongaya Gede village. The typical Balinese community system, also present in Wongaya Gede, consists of two structures: *Desa Adat* (Customary village legal body) and *Desa Dinas* (Administrative village). *Desa Adat* is a local organization with the responsibility of organizing community activities, though it is limited in its influence over traditional ceremonies related to Hindu religion. In the Yamashiro district, local organizations such as NPOs play important roles in managing rural tourism activity.

Visitors

Visitors to the hotels and restaurants in Wongaya Gede village will find luxurious accommodations. In contrast, the homes of Yamashiro district are simple, but well maintained and managed.

Tourists

One of the differences concerning tourism demand is related to the tourists' length of stay. Wongaya Gede village has attracted an increasing number of foreign tourists; however, most of these tourists spend their time engaged in leisure-activities and don't participate in agricultural activities. Yamashiro District, on the other hand, has attracted domestic urban tourists, mainly high school students, who participate in rural life.

6.3 Local Community Participation in Rural Tourism Development

The main factors in tourism development are the local communities and local policies. Community participation is considered a tool to develop tourism in a way that best meets the needs of the local environment (Tosun, 2004).

6.3.1 Level/process of Community Participation

The level of a community's involvement and participation in tourism depends on that community's capabilities. Individual capabilities differ from community to community, however, in terms

of local knowledge regarding development strategies, local infrastructures, mass communication systems, social structures, social interactions, group lineage, and the education of the people. In order to analyze the levels of participation for the purpose of this study, the three classification theory approaches by Pretty, Arnstein and Tosun were applied.

Data revealed that in Wongaya Gede village there is a lack of interest in and limited participation from the local communities with regards to developing tourism. As such, the advantages of tourism only benefit tour operators and business owners. If local communities in Yamashiro District become directly involved in managing and developing their regions, the local people would benefit from increased tourism. Therefore, policies to promote tourism can be beneficial, but they also have the potential to be harmful if they don't take into account the citizen's needs.-"Tourism should not be seen as an autonomous field, but as part of a wider comprehensive effort towards the general goals of humanity. its development should be related to its capacity in delivering happiness, which requires careful planning" (Russo et al. 2000: 825). Sustainable tourism must "respect the needs and aspirations of the local people" (Singh 2003: 39).

Tosun (2006), as detailed in the table below, created three overall categories based on the models developed by Arnstein and Pretty, but applied them specifically to the tourism sector. The three categories are: coercive participation, induced participation and spontaneous participation. Tosun categorized each of Arnstein's and Pretty's types into one of these three groups, detailing the characteristics of each group. Based on Tosun's characteristics, this study analyzed previously identified indicators and assigned them to one of the groups in order to assess the overall level of participation in rural tourism of the local communities.

Table 8. Normative typologies of community participation

Spontaneous participation: Bottom-up; active	8. Citizen control	7. Self-mobilization	Level 1
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participation; direct participation; participation in decision-making; authentic participation; self planning.	7. Delegated power 6. Partnership	6. Interactive participation	
Induced participation: Top-down; passive; formal; mostly indirect; degree of tokenism, manipulation; pseudo-participation; participation in implementation and sharing benefits; choice between proposed alternatives and feedback;	5. Placation 4. Consultation 3. Informing	5. Functional participation 4. Participation for material incentives 3. Participation by consultation	Level 2
Coercive participation: Top-down, passive; mostly indirect, formal; participation in implementation, but not necessarily sharing benefits; choice between proposed limited alternatives or no choice; paternalism, non-participation, high degree of tokenism and manipulation.	2. Therapy 1. Manipulation	2. Passive participation 1. Manipulative participation	Level 3
Tosun's (1999) typology of community participation	Arnstein's (1969) typology of community participation	Non-participation Pretty's (1995) typology of community participation	Level 4

Source: adapted from Figure 2 in Tosun (2006). Expected nature of community participation in tourism development, *Tourism Management*, 27, p.494.

Analysis of the theoretical model

These three models represent the typology of local participation in Wongaya Gede village and the Yamashiro District. According to these theories, the local authorities play important roles in the successful development of rural tourism. The concept of rural tourism development is usually associated with reducing poverty; therefore, the best strategy is the utilization of-potential resources to provide local communities with the benefits of tourism. The goal in the development of rural tourism is to improve the incomes of local people.

Field research, observation and interviews revealed some features of local participation in both regions that allowed the researchers to categorize this participation based on the models of Arnstein, Pretty and Tosun presented in the earlier literature review. This paper presents a new model of local participation degrees adapted from these three models.

Table 9. Type of community participation in Wongaya Gede village and Yamashiro District.

Example	Characteristic		Typology
	Yamashiro District	Wongaya Gede village	
<p>Yamashiro District; Management of farm stay accommodations</p> <p>Wongaya Gede village; Satisfied as a worker in the cottage/tourism industry</p>	<p>1. Self Mobilization</p> <p>2. Interactive participation</p>	<p>1. Manipulative participation</p> <p>2. Passive participation</p>	Pretty
<p>Yamashiro District; Furusato festival organized by local organization / NPO ‘Hot Nishiki’, from planning until implementation.</p> <p>Wongaya Gede village; No decision-making power because of a lack of skills and knowledge.</p>	<p>1. Citizen control</p> <p>2.Delegated power</p> <p>3.Partnership</p> <p>(degree of partnership)</p>	<p>1. Manipulation</p> <p>2. Therapy</p> <p>(non participation)</p>	Arnstein
<p>Yamashiro District; Student excursion programs run by local people from management through financial support from the local government.</p> <p>Wongaya Gede village; No support from local governments.</p>	Spontaneous participation	Coercive participation/Top down	Tosun

Sources: Own research, 2014. Adopted from Typology of Tosun, Arnstein, Pretty

Yamashiro District has an ideal level of local community participation as represented in table 8. Local residents have the opportunity to participate in and interact with community tourism activities. Relationships between the locals and the tourists are harmonious. The levels of community participation in tourism activities range from planning and decision-making to evaluation and control, but usually focus on decision-making and benefits.

The typology of local community participation in Wongaya Gede village is a type known as passive participation. This form of community participation is commonly found in developing countries

(Tosun, 2006). Yet the development of tourism in Wongaya Gede village has had a significant impact on the number of tourists in recent years. This has been an initiative of those residents who own capital to develop tourist activity, while most of the local community can only offer support without being directly involved. In other words, there is no cooperation of tourism management within the community.

Swanepoel and De Beer (1997) list three challenges to participation:

1. *Operational*: too much centralization of power, limited capacity, limited coordination and inappropriate technology;
2. *Culture of poverty*: the vicious circle that keeps people enmeshed in poverty
3. *Lack of structural support for participation*: appropriate structures are necessary.

6.3.2 Local Community Participation

6.3.2.1 Participation in managing local organizations (Management)

1. Wongaya Gede Village

The natural resources in Wongaya Gede village are very rich. Agricultural-scenery, particularly the distinctive terraced rice fields, is one of the main attractions that draws tourists to the region. The number of tourists has increased rapidly as a result of local efforts to provide accommodations for the visitors. Unfortunately, this positive economic situation does not necessarily result in direct benefits for residents due to the absence of community participation and management. The local people do not have motivation to participate directly in tourism development because of financial reasons and there is a lack of support from the government and a lack of qualified human resources. Daily activities of the rural communities and traditional rituals are often regulated or managed by local organizations, namely *Desa Adat* and *Desa Dinas*, but these local organizations do not play a role in managing the existing tourist attractions in Wongaya Gede village.

There is an association that arranges tourism activities in rural Bali. *Desa Wisata Ekologis* (Bali Village Ecotourism Association) is an association that empowers villagers to manage their own space, resources and culture. There are four villages that have pioneered the establishment of this association; these four villages have been assisting the development of rural tourism as a local business. The *Desa Wisata Ekologis* (DWE) emphasizes the unity of the community's rural areas and applies—rules of management and utilization to village resources. This is intended to increase revenue while applying local Balinese values in protecting the environment and traditional culture. Wongaya Gede village, however, has not yet participated as a member of the DWE association.

2. Yamashiro District

The management of tourism development by the local people in Yamashiro District has been supported by the existence of the Non Profit Organization “Hot Nishiki”.

NPO and Tourism

Japan is reported to have some 500,000 NPOs (as of April 2001). The nonprofit sector includes some 85,000 citizen’s voluntary organizations, 26,000 public benefit organizations, over 12,000 social welfare corporations, nearly 70,000 trade unions, about 73,000 political associations, and some 184,000 religious organizations. NPOs are comprised of 40 percent unpaid (volunteer) workers and those who are paid receive wages lower than workers in the government or private sectors. NPOs are often managed by men, usually former government officials who retired early (Amenomori, 1993).

NPOs play a vital role in achieving local revitalization in rural Japan. One NPO specifically supports local revitalization through tourism development by utilizing the cultural and ecological resources in rural areas. Green tourism (rural tourism), Japanese rural and farm tourism covering not only agriculture, but also forestry and fisheries, has been promoted by the government of Japan since 1992 to counter the depopulation of rural communities and loss of competitiveness in agriculture due to global trade liberalization (Ohe, 2003).

For rural tourism to be successful, collaboration needs to exist amongst entrepreneurs (Wilson et al. 2001). Useful approaches to rural development include acknowledging the importance of locally controlled agendas to achieve centralization, awareness of the benefits, and the creation of appropriate tourism plans for rural areas (MacDonald and Jolliffe, 2003). Benefits for rural regions engaging in tourism include: participating in a rapidly growing industry, a wide range of new job opportunities, diversification of local economies, potentially significant economic multiplier effects, and increasing awareness of and support for the need to preserve natural and cultural heritage sites (Hjalager, 1996). Yokoyama (1998) points out that green tourism in Japan is understood as a form of tourism which is supposed to promote “interaction between urban and rural communities through agricultural experiences and farm inns that provide such services.”

Case Study: NPO “Hot Nishiki” in Yamashiro District

This section of the paper will examine the work of the local NPO, “Hot Nishiki,” which is involved in local revitalization through tourism. The tourism activities currently in operation in the Yamashiro District include student excursion programs, farm stay at local homes, as well as a Furusato (*hometown*) festival.

Yamashiro District is located in Yamaguchi Prefecture in the Iwakuni area. The total population of Yamaguchi Prefecture in 2010 was approximately 1,451,000 in an area of 6,114 km², while the population in *Chusankan Chiiki* (rural areas) was 367,000 spread across 4,220 km² (Yamaguchi Ken, 2011). Iwakuni is divided into urban areas (along the coast) and rural areas (including Yamashiro District,

which was formerly separated into Nishiki Town, Hongou Village, Mikawa Town and Miwa Town). Historically, the region north of Iwakuni city was called Yamashiro. It occupies about half of Iwakuni city land area and is located southwest of the *Nishichugoku* mountains, on the Seto Inland Sea side adjacent to Hiroshima and Shimane Prefectures. The beautiful Nishiki River, the longest river in Yamaguchi, flows through this area. Upstream, there is the beautiful sightseeing spot of *Jakuchikyo*. Downstream, there is the famous *Kintaikyo* Bridge. The Oze River also flows through the prefectural border between Yamaguchi and Hiroshima. Along the Oze riverside there is a superb view of *Yasakakyo* or *Rakan* Vally. In addition to a beautiful natural environment, the Yamashiro region has a relatively warm climate.

Access to Yamashiro District is via the Sanyo Expressway, Chugoku Expressway or the Sanyo *Shinkansen* train, and the area provides easy access to other famous sites, such as *Miyajima* (a UNESCO World Heritage Site) and Hiroshima city. There are many excavation sites in Yamashiro where remains of the *Jomon* and *Yayoi* periods have been found. Many historical sites relating to the legendary revolution of Heike can also be found in Yamashiro; the *Sengoku-jidai* and Meiji Restoration is also of great interest in this area. Agriculture represents the major industry, but demographic change has begun to influence the local economy.

NPO contributes to the development of rural tourism for local revitalization

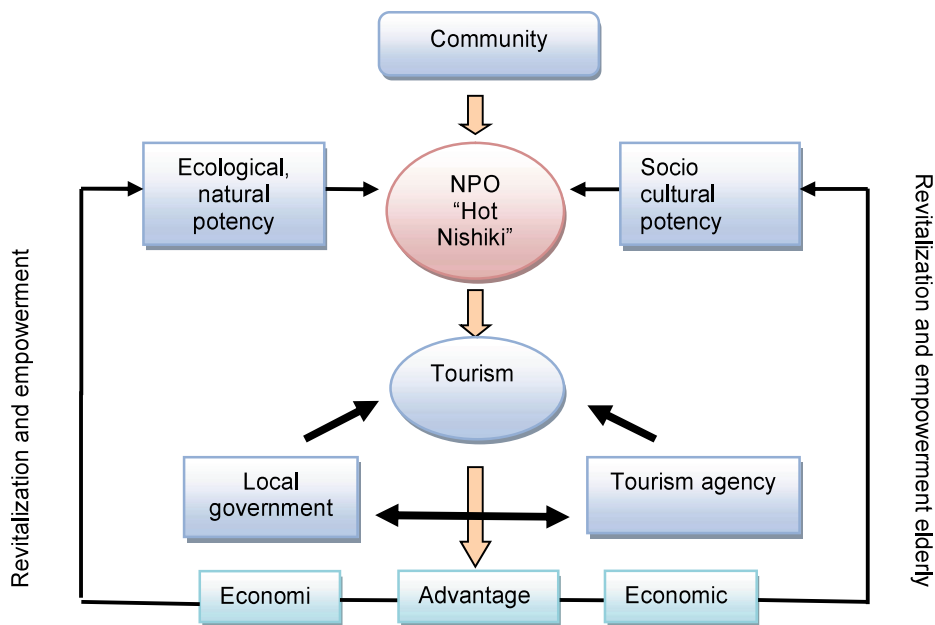
The NPO “Hot Nishiki” was established on March 20, 2006 to begin the process of revitalizing the local community. It organizes activities to support local life and culture. Since its establishment, it has reached 50 member communities. Some prefectural and municipal authorities have established similar research and support organizations related to rural activities, specifically concerning rural tourism. For NPOs, tourism is not just an ‘industry’ or an activity undertaken for a ‘holiday’ away from home; instead, they look to practice a form of tourism with the intention of affecting new and positive attitudes, values and actions for the tourist and the host community.

The NPO is engaged in promoting various types of tourism activities. The formation of the NPO was directly related to the 2006 merger of urban and rural units, as local residents began to worry whether they would be side-lined from the decision making process in the wake of the move of administration to a distant location (Chakraborty, 2014). Prideaux (2002) outlines some factors that affect the success of attractions in peripheral areas: location factors, community support, operating economies, management of the attraction, and supporting tourism infrastructure in the surrounding areas. While this may seem difficult, support from the local community can make the industry viable. Thus “Hot Nishiki” is a valuable local resource, cooperating with the local government and local people in an effort to revitalize local areas. Its major contributions are: the implementation of a student excursion program; and; helping with the organization of the *Furusato* (hometown) festival. It is expected that through such activities;

urban people will be attracted to and enjoy rural areas. The headquarters of Yamashiro *Shoukoukai* is in Mikawa, but it is also supports local tourism in Nishiki and other areas of Yamashiro.

Figure 16 describes the relationship between tourism and the NPO “Hot Nishiki.” “Hot Nishiki” has created tourism programs, promoted tourism activities, and empowered local communities. It continues to explore the potential of local natural and cultural resources to develop further tourism programs.

Figure 16. Relationship between NPO and tourism for local revitalization at Yamashiro District



Source: Adopted from Pujastawa, et.al (2005).

6.3.2.2 Participation in Managing Accommodation

1. Wongaya Gede village

The development of accommodations is one key to supporting rural tourism. Farm stay programs should not be viewed as the only available accommodations in rural areas; tourists can also stay at rural hotels, youth hostels or camping sites, which allows the guests to explore the beauty of the surrounding natural environment. The primary accommodations provided in Wongaya Gede village are cottages and hotels. Many tourists return again and again to the resorts, and travel agents continue to bring in new business year-round. Recent increases in the number of foreign tourists has lead to the development of more tourism facilities and services in Wongaya Gede village.

However, due to a lack of skills and knowledge in the field of tourism, the local community does not actively participate in the management of tourism. It is a challenge to persuade locals to participate in an industry that seems to contribute little or nothing to their basic needs (Tosun, 2004). In Wongaya Gede village, tourism facilities like accommodations are organized by the the private sector in cooperation with professional travel companies, and managed independently by the local businesses and tour operators.

2. Yamashiro District

Farm Stay programs

In Yamashiro's farm stay programs, urban students visit rural areas in order to experience an agricultural way of life. Such programs present various benefits, such as the revitalization of the local economy, and help to open conversation and exchange between urban and rural citizens. Currently, Yamashiro District offers farm stays programs to enhance the agricultural experiences of urban students. The farm stay programs include accommodation and a variety of rural activities arranged by local communities. Student excursions are seasonal programs organized by "Hot Nishiki" and local authorities with the aim of attracting more urban youths to Yamashiro District. The programs are well managed by the Iwakuni Kenmin Kyoku, in Iwakuni and "Hot Nishiki." It is important to note that the NPO "Hot Nishiki" is run by local people for the sake of supporting and developing the local community.

Urban school excursions to rural areas contribute to the local economies and help students to understand more about the rural way of life. There are eighty-one farm stay sites owned by local communities throughout the Yamashiro District. The community hosts such accommodations for social, rather than economic, gain. As such, the number of student excursions in Yamashiro District has been increasing. From 2008 to 2010, only one trip was conducted annually. But in 2011, a total of four excursions were conducted, with 263 students-overall. The strategy changed again in 2012, but although there were only three planned excursions, the total number of students increased to 322. The students can take part in several rural activities, including: experiencing agricultural work, fishing, cooking, trying authentic local foods, and learning to make local crafts. Furthermore, the student excursion programs are expected to facilitate interaction between urban and rural communities (Wijaya, 2013).

The development of rural tourism in Yamashiro District is a form of interaction between tourists and local communities. Yokoyama (1998) points out that green tourism in Japan is understood as a form of tourism which is supposed to promote "interaction between urban and rural communities through agricultural experiences and farm inns that provide such services." Tourism resources at Yamashiro District can be classified into two types: ecological and socio-cultural. The ecological resources include natural and agricultural resources that have the potential to be developed into tourist attractions. Agriculture is the main source of income for local communities, which emphasis the dependency of their

economy on agriculture. The varieties of agricultural production are *shitake*, *wasabi*, soy bean, *kisinekuri*, peaches, cucumbers, and tomatoes. Some agricultural products can be made into higher value products, in the way that soybeans are processed into *miso* (Japanese fermented soup) or rice is processed into *mochi* (rice cakes).

Socio-cultural potential encompasses the diverse culture and customs of traditional farming communities. Farming can be a reflection of culture through a number of activities, including rice planting festivals, traditional industry and art, historical and cultural activities such as Kagura dance (a form of dance or music dedicated to Shinto gods), and *Taiko* performances that are used in Japanese traditional music and activities of meditation.

Agricultural activities that have the potential to attract tourists to Yamashiro District are vast, and include things such as planting, harvesting with local farmers, farm tours, trekking (from Iwakuni to Yamashiro District), and other outdoor activities in a rural setting. These types of activities support a diversified agricultural industry and provide economic opportunities that are the first steps in revitalizing marginalized rural communities.

6.3.2.3 Participation in decision-making process

Community participation in the decision-making process is important to the success of rural tourism development. Usually, community participation focuses on the decision-making process and the benefits of tourism development (Gibson and Marks 195; Timothy 1999; Tosun 2000). Only when local communities are involved in decision-making can they benefit from tourism in a way that protects traditional values (Gunn 1994; Lankford and Howard 1994 cited in Li 2006). Unfortunately, local participation in decision-making is rarely found in developing countries. Local community members participate mainly through employment, which limits their economic benefits (Tosun, 2000).

1. Wongaya Gede village

The process of local participation starts ideally with planning and management. Tourism in Wongaya Gede village has been successful, and the communities recognize the potential resources of their environment. This study found, however, that there was minimal involvement by the local community in the decision-making processes of tourism development. Tourism facilities such as hotels and restaurants are operated and managed by private business owners, who see a majority of the profits.

Lack of community ownership, capital, skill, knowledge and resources all constrain the ability of communities to participate in tourism development (Scheyvens, 2003). Awareness of tourism management is a prerequisite for those who want to participate in the decision-making and tourism planning processes. Many communities, however, lack any real understanding of “what it is they are supposed to be making decision about” (Sofield, 2003).

2. Yamashiro District

When considering levels of community involvement and government control in the planning and management of tourism, most destinations in developing regions fall into either endogenous (community-based) or exogenous (state controlled) groups. Tourism development in Japan can be characterized as a contradiction between the goals to globalize Japan and the fear of losing Japanese cultural traditions (Creighton, 1997). The concept of *furusato* (hometown) is nothing new in the Japanese tourism industry, where the appeal of seeking *furusato* has always been exploited (Creighton, 1997). The theme of one's "hometown" is used in the design and implementation of *Furusato* festivals. These festivals are often used by destinations to attract tourists (Getz, 2008). As rural populations have changed, so, too, has the use of rural areas for leisure purposes. Thus, a rural festival may have an audience of local residents, some urban visitors, and some foreign tourists.—Although each may have different expectations, perceptions, and satisfactions from the experience, the major attraction for all of them is participation in the festival itself.

A *furusato* festival is held every November in the Yamashiro District. The *Nishiki Furusato* festival is sponsored by Iwakuni city and organized by local communities and the NPO "Hot Nishiki." Preparation of the festival requires cooperation between local organizations (like "Hot Nishiki"), local governments and rural communities. Three days before the festival, a meeting is held between the "Hot Nishiki" leaders and the Yamashiro office branch of Iwakuni city. The festival has a major impact on the development of cultural tourism, and is therefore an important event for the host communities. The festival organizers use historical and cultural themes to develop annual events for attracting visitors; this process always involves community support. These events provide numerous benefits for communities in rural areas. They attract people to come "home" – that is the meaning of *furusato*. They also appeal to visitors from urban areas by offering a chance to see traditional Japan. Thus the expected goal of local revitalization is realized by involving the local communities and empowering the elderly.

The cooperation of the various stakeholders in tourism is an important aspect for sustainability. There are three components of community involvement that play an important role in tourism development in the Yamashiro District: 1. Private organization/NPO "Hot Nishiki"; 2. Local government; 3. Farmers/Local residents. The role of the NPO is to operate tourist attractions that support community growth. The local government functions as a facilitator and policy-maker. Farmers form the backbone of the cooperative, offering not only accommodation for tourists, but also providing interesting experiences such as participating in farming activities. In addition to cooperation, the active participation of multiple stakeholders is also necessary. These groups can include the national government, schools, tour operators, the private business sector and local authorities. Yamashiro District is an example of such mutual coordination of tourism activity management. The coordination is undertaken by Yamaguchi Prefecture

and the local government of Iwakuni City. In addition, these activities are supported by private organizations, such as: the Research association of the Hiroshima Bay Urban area, the Association of Domestic tourism, the Domestic Commerce and Industry Association, the Domestic Cooperation of Forestry, and the Domestic Cooperation of Agriculture.

6.4 Strategy SWOT for Rural Tourism Development in Wongaya Gede village and Yamashiro District

The technique of SWOT analysis was used in to examine current constraints and future possibilities of rural tourism in the case study destinations. This section describes four strategies recommended for rural tourism development in Wongaya Gede village and in Yamashiro District-based on the principles of SWOT. SWOT stands for strengths, weaknesses, opportunities and threats. To assess the internal and external factors affecting the development process of target villages for tourism, it was important to first determine the index of these factors. The most important factors include environment, tourism, economy, and socio-culture. Strengths and weaknesses (internal factors) and opportunities and threats (external factors) are listed in Table 10.

Table 10
Internal and External factors on rural tourism at Yamashiro District
SWOT analysis

Factors	Internal Factors		External Factors	
	<i>Strengths (S)</i>	<i>Weaknesses (W)</i>	<i>Opportunities (O)</i>	<i>Threats (T)</i>
Environment	1. Soil fertility 2. Various of plant 3. River (Nishiki) 4. Landscape	Weather changing	Conservation	1. Land change 2. Degradation of environment
Tourism	1. Farm stay 2. Local foods 3. Specialize visitor (Urban student excursion) 4. Festival (Furusato)	1. Lack of government funds 2. Lack of promotion 3. Lack of visitor's motivation to rural 4. Few visitor	1. Job creation 2. Create a new rural tourism packages	Competitiveness with other destination
Economy	Livelihood relying on agricultural activities	1. Lack of prosperity of agricultural activities 2. Decreasing of agricultural employment	Economic diversification	Increasing of labor migration

Socio-culture	<ol style="list-style-type: none"> 1. Local culture 2. art and local crafts 3. Local knowledge 	<ol style="list-style-type: none"> 1. Aging population 2. Depopulation 	<ol style="list-style-type: none"> 1. Aging but active population 2. Culture conservation 3. Culture/ community revitalization 	Changing of local culture
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1) SO Strategies

The ecological resources can be described as rivers, landscapes, rice fields, farm land and forests. Strategies that utilize these resources - which include farm stay accommodations, student excursions, social and cultural resources such as existing farmers, unique traditions, agricultural organizations, festivals, agricultural ceremonies, organizations linkages, human resources, agriculture regulations, and information systems - are already well-developed in Yamashiro District. Such activities do, however, require more promotional efforts, as these strength factors have the potential to generate further tourism business, increase employment opportunities, enhance family incomes and increase the economic value of the village. These programs should be implemented in cooperation with tourism operations to develop a system of village promotion.

2) WO Strategies

The weaknesses of Yamashiro District are identified as: changing weather and climate, lack of government funds, investment in the agricultural sector, lack of promotion, lack of motivators for tourists to visit, decreased employment in agricultural sectors, depopulation, and a rapidly aging society. Therefore, it is recommended that the local government and all stakeholders propose rural tourism development to the provincial and central governments, and themselves take more active roles in order to reach the primary goals of rural economic empowerment. The goals which should be achieved are: to encourage agricultural investors to invest in the village; to increase the numbers of small entrepreneurs and tourists; to provide regulation of land use, the development of infrastructure and public facilities, and training local communities master tourism-related skills.

3) ST Strategies

Unique aspects of local communities can be developed into tourist attractions, as they increase an area's ability to compete with surrounding tourist destinations. The programs which should be implemented are the establishment of agribusiness to avoid further labor migration and the promotion of organic farming systems.

4) WT Strategies

The weaknesses of Yamashiro District (lack of investment in the agricultural sector, weak village infrastructures, aging society, and few tourist facilities) can be improved by implementing the following strategies: issuing government policies and expanding cooperation with investors to develop rural facilities.

**Table 11 Internal and External factors on rural tourism in Wongaya Gede Village
SWOT analysis**

Factors	Internal Factors		External Factors	
	Strengths (S)	Weaknesses (W)	Opportunities (O)	Threats (T)
Environment	<ol style="list-style-type: none"> 1. Soil fertility 2. Various of plant 3. Natural resources 4. Landscape 5. Abundant agriculture product 6. Good climate 	Weather changing	Conservation	<ol style="list-style-type: none"> 1. Land change 2. Degradation of environment
Tourism	<ol style="list-style-type: none"> 1. Local accommodation 2. Local foods 3. International tourists 4. Mature tourist 5. Repeaters tourists 	<ol style="list-style-type: none"> 1. Lack of government funds 2. Lack of promotion 3. Lack of local visitor's motivation to rural 4. Accessibility 	<ol style="list-style-type: none"> 1. Job creation 2. Create a new rural tourism packages 3. Eco friendly tourism become trend 	Competitiveness with other destination
Economy	Livelihood relying on agricultural activities	<ol style="list-style-type: none"> 1. Lack of Income 2. Lack of prosperity of agricultural activities 3. Lack of agricultural employment 	Economic diversification	Increasing of labor migration
Socio-culture	<ol style="list-style-type: none"> 1. Local culture and strong religious activities 2. art and local crafts 3. Local knowledge 	<ol style="list-style-type: none"> 1. Lack of human resources 2. Lack of stakeholders cooperation 3. Depopulation 4. Lack of local organization 	<ol style="list-style-type: none"> 1. Cultural conservation 2. Culture/ community revitalization 	<ol style="list-style-type: none"> 1. Changing of local culture 2. Land changes 3. Dependence on tourism

1) SO Strategies

Ecological resources include features such as the landscape, rice fields, plantations and farms as well as forests; the social and cultural resources include things such as farmers, unique cultural traditions,

agricultural organizations (*subak*), ritual festivals, agricultural ceremonies, community organizations, human resources, agricultural regulations, and cultural heritage. These resources should be further developed and promoted as these strength factors have the potential to generate further tourism business, increase employment opportunities, and enhance the family income and the economic value of the village. An important factor in Wongaya Gede village is the strong influence of Hindu culture, a factor which could be developed into more tourism opportunities. It is important to combine rural tourism with the local indigenous *Tri Hita Karana*. The programs which should be implemented include: full community cooperation with tourism operators, packaging events in the village, and providing village information to tourism agencies.

2) WO Strategies

Currently, the weaknesses identified in Wongaya Gede village include a lack of government support, a lack of investment in the agricultural sector, underdevelopment of village infrastructures, insufficient human resource skills, and limited public facilities. Therefore, it is recommended that the local government and all stakeholders propose rural tourism development to the provincial and central governments, and themselves take more active roles in order to reach the primary goals of rural economic empowerment. The programs which should be formulated are: to encourage agricultural investors to invest in the village, to increase the numbers of small entrepreneurs, to provide regulations regarding land usage, the development of infrastructures and public facilities, and training local communities to master tourism and agribusiness skills.

3) ST Strategies

Unique aspects of the indigenous area should be developed carefully and mindfully in order to avoid degradation of natural resources, land use problems, pollution, host attitude changes, crime, and commercialization of traditions. The programs which should be implemented are: providing an environmental control and monitoring system, providing opportunities for agribusiness, and the promotion of organic farming systems.

4) WT Strategies

The weaknesses (lack of government support, low investment in the agricultural sector, underdevelopment of village infrastructures, insufficient human skills, and limited public facilities) can be improved by encouraging the active participation of local communities. The strategies which should be implemented are: involving the local communities in the decision-making processes, issuing government policies, using a bottom-up planning system, and expanding cooperation with investors to develop rural tourism.

Conclusion

In this section, comparisons were made between two case study destinations. Aspects of rural tourism in Yamashiro District (Japan) and Wongaya Gede village (Bali, Indonesia) are distinct, as the types and motivations of tourists, as well as the strategies of local management, are different. The specific differences and similarities between the two villages were investigated through observation during the research. The first research question was investigated and observed the differences and similarities of rural potencies between Wongaya Gede village and Yamashiro District. These differences and similarities were grouped in two different categories in order to be used for the research in the future. In the first categories there were five differences and only one similarity. Each destination has its own unique characteristics, based on these differences and similarities could be suggesting the tourism development strategies that are appropriate to both destination. In the second categories are observed that in the matters of supply, demand and management found eight differences and one similarity as well.

In regards to the first hypothesis, differences in local perceptions of the development of rural tourism were observed, specifically the methods by which rural tourism had been developed. In Wongaya Gede village, commercial accommodations such as cottages and hotels, which provide high-quality accommodation, mark a standard of tourism in that area. In contrast, rural tourism in Yamashiro District depends on farm stay accommodations to present an agricultural experience, and local communities are involved in their management.

The second and third hypotheses were investigated through literature reviews. Through such research, local participation was qualitatively defined by the three models of participation theory. Local participation was analyzed in both case studies, and the levels were indeed found to be different. Ideally, based on the concept of rural tourism and theory of participation; community participation has an important aspect in sustain the development of rural tourism. Active participation of local community through rural tourism does not provide equitable benefits for the prosperity of the local community in Wongaya Gede village. However, the development of rural tourism has significant progress, views from the number of tourists. In contrary, Yamashiro District has an ideal form of local community participation that is well managed by the local nonprofit organization called “Hot Nishiki”. On the other hand, the local participation does not affect the tourists or visitor to come and find the unique attraction in Yamashiro District.

CHAPTER 7

CONCLUSION AND RECOMMENDATIONS

7.1 SUMMARY

Local community participation is an important element in developing rural tourism. Local communities are key stakeholders in the development of community-based tourism, but most residents have insufficient knowledge in the field of tourism management to understand the potential resources of their village completely. Therefore the involvement of local communities in rural tourism is only as employees of the existing tourist industry. As described in chapter 6, based on the typology of participation as conceived by Tosun (2006), the levels of tourism participation by local communities in Wongaya Gede village and Yamashiro District differ distinctly. For populations living in remote areas, rural tourism can be of important economic benefit, but the tourism activity in many cases is not driven by the local community, but rather by the private sector. Tourist activity in Wongaya Gede has been managed to date independently by a local businessman in cooperation with tour agencies. As such, gains derived by local residents have remained limited to employment opportunities in hotels, restaurants, and other tourist facilities. Acting as food suppliers—providing local produce such as vegetables, herbs, and fruits, the local residents are able to make a living. The accommodation investments have grown rapidly and the development of rural tourism has increased the number of tourists considerably. Therefore, rural tourism in Wongaya Gede village is sufficiently developed because of its capability of investment from local businesses and its capability to build a network or do networking that supplies a stream of tourists continuously. This condition is also supported by the presence of *Pura Luhur Batukaru*, which is increasingly known by foreign tourists. Moreover, the Wongaya Gede village location is merged with Jatiluwih village, which has been designated as a World Cultural Heritage; the distance to Wongaya Gede from the airport in Denpasar city, about one and half hours, is not too great. The development of rural tourism is not controlled by any single local organization. Therefore, community participation is not in the form of institutions, but personally the participation has contributed in food supplies given through their own agricultural products. They are merely supplying local produce such as vegetables and fruits. The government also receives benefits from the tourism development. To institutionalize the enterprise, institutions such as *Subak*, or other local institutions must be used. As described in chapter 4, community participation through institutions is important to bring about effective and sustained change. Based on the reasons presented above, funds generated by this tourism do not benefit the local community. Because local communities have no ability to develop tourism independently, the success of rural tourism

development is dependent upon local involvement. Rising numbers of tourists alone will not engender success. It is necessary for a community to receive benefits of tourism to preserve resources for future generations. In contrast, in Yamashiro District, tourism development, especially rural tourism development, is a new phenomenon for people living in remote areas. Rural tourism is an important component-of sustainable development and local revitalization efforts. An example of rural tourism activities is having tourists attend an annual festival known as “Furusato”. The typology of participation is spontaneous participation. The local community has full authority in managerial and decision-making processes, which does not mean that the development of rural tourism in Yamashiro District has been successful. The local organization of the NPO ‘Hot Nishiki’ that was formed to develop rural areas in tourism activity and organized programs such as a student excursion at a certain period have not yet developed tourism. These lackluster results derive from the absence of tourism investment and a travel agency to supply tourists continuously. Moreover, it is distant from the nearest airport. The ability and the professionalism of local communities to attract many tourists to Yamashiro District are insufficient without a certain appeal of the destination itself. Local people and local organizations including local non-governmental organizations must be empowered for the sustainability of local participation in rural areas through tourism activities. Rural tourism development depends upon the involvement of local people. For the sustainability of rural tourism, benefits can be translated into improvement of community life conditions, which might include health services, general infrastructure, education, and so on, but the benefits might translate into problems depending on the specific characteristics of individual communities.

7.1 CONCLUSION OF RESEARCH

Wongaya Gede village and Yamashiro District have different rural tourism industry characteristics. Through four research questions, the research was managed to obtain important results. The first research question entailed investigation and observation of the differences and similarities of rural potential between Wongaya Gede village and Yamashiro District. These differences and similarities were grouped into two categories for research. The first category includes five differences and one similarity. Each destination has its own unique characteristics based on these differences and similarities, perhaps suggesting tourism development strategies that are appropriate to both destinations. In the second category are matters of supply, demand, and management that include eight differences and one similarity.

The second research question entailed investigating the role of local participation. Through such research, local participation was defined qualitatively by the three models of participation theory. Local participation was analyzed in both case studies. The levels were indeed found to be different. The participation of local community in Wongaya Gede village is categorized as “coercive participation” (non-participation), which has been an initiative of those residents who own capital to develop tourist

activity, whereas most of the local community can only offer support without being involved directly. This type of participation is the most manipulated and contrived approach to involve a community in tourism. In Yamashiro District, the typology of participation is spontaneous participation. The local community has full authority in managerial and decision-making process. The levels of community participation in tourism activities range from planning and decision-making to evaluation and control, but usually they specifically examine decision-making and benefits.

The third research question was analysis of local participation in management, accommodation, and decision-making processes. Local communities see that the rural potential can attract more tourists to come. Therefore the local people strive to develop an investment by providing accommodations such as hotels, resorts, and restaurants. Many tourists return repeatedly to the resorts, and travel agents continue to bring in new business year-round. Recent increases in the number of foreign tourists have engendered the development of more tourism facilities and services in Wongaya Gede village. Wongaya Gede village has been successful. The communities therefore increasingly recognize the potential resources of their environment. This study found, however, found that the local community had only minimal involvement by in the decision-making processes of tourism development because the rural tourism development in Wongaya Gede village was not organized institutionally. Tourism facilities such as hotels and restaurants are operated and managed by private business owners, who reap the greatest share of the profits.

In contrast, in Yamashiro District, the management of tourism development by the local people has been supported by the existence of the Non-Profit Organization “Hot Nishiki.” The NPO “Hot Nishiki” is run by local people for the sake of supporting and developing the local community. There are three components of community involvement that play an important role in tourism development in the Yamashiro District: 1. Private organization/NPO “Hot Nishiki,” 2. Local government, and 3. Farmers/Local residents.

The fourth question of the research was analysis of local participation using SWOT analysis to ascertain strategies that can be recommended for rural tourism development. This section presents a description of four strategies recommended for rural tourism development in Wongaya Gede village and in Yamashiro District, based on the SWOT principles. The strategies can be described as follows.

- 1. SO strategies:** The ecological resources are the strength of the Wongaya Gede village and Yamashiro District. These resources should be developed further and promoted because these strength factors generate additional tourism business, increase employment opportunities, enhance the family income, and the economic value of the village.
- 2. WO strategies:** Identify ways that the community can overcome weaknesses to pursue opportunities. The rural characteristics of Wongaya Gede village and Yamashiro differ distinctly in weakness categories, even though the results of strategies are the same such as providing

accessibility for agricultural investors to invest in the village, providing regulations, developing infrastructure and public facilities, as well as giving training and certain kinds of live skills to the local communities to master tourism skills, particularly eco-tourism skills.

3. **ST strategies:** Identify ways that the community can use its strengths to reduce its vulnerability to external threats. Wongaya Gede village has unique aspects of the indigenous area that should be developed carefully and mindfully to avoid degrading natural resources, land use problems, pollution, host attitude changes, crime, and commercialization of traditions. The programs which should be implemented are: providing environmental control and monitoring systems, providing opportunities for agribusiness, and the promotion of organic farming systems. While in Yamashiro District Unique aspects of local communities can be developed into tourist attractions because they increase an area's ability to compete with surrounding tourist destinations. The programs which should be implemented are the establishment of agribusiness to avoid further labor migration and the promotion of organic farming systems.
4. **WT strategies:** Establish a defensive plan to prevent the community's weaknesses from making it highly susceptible to external threats. Wongaya Gede village's shortcomings (lack of government support, low investment in the agricultural sector, underdevelopment of village infrastructure, insufficient human skills, and limited public facilities) can be improved by encouraging the active participation of local communities. The strategies which should be implemented are: involving the local communities in the decision-making processes, issuing government policies, using a bottom-up planning system, and expanding cooperation with investors to develop rural tourism. The shortcomings of Yamashiro District (lack of investment in the agricultural sector, weak village infrastructure, aging society, and few tourist facilities) can be improved by implementing the following strategies: issuing government policies and expanding cooperation with investors to develop rural facilities.

7.3 RECOMMENDATIONS FOR THE IMPLEMENTATION OF LOCAL PARTICIPATION IN RURAL TOURISM

Based on conclusions reached from this study, the following recommendations have been proposed:

- Before involving local communities, it is important to examine: The attitudes/behavior of residents towards tourism and their participation in its development and how local participation is going to be encouraged.
- Promote the uniqueness of each village to strengthen the appeal of those destinations and related tourist activities to reach the goals of rural tourism.
- Propose rural tourism strategies to the government.
- Develop rural tourism using the indigenous resources and unique traditions of the areas, and apply the principles of sustainable tourism development.
- Government empowerment, investment in agricultural sectors, infrastructure development, human resource improvement, development of public facilities, and local community empowerment and involvement must be implemented immediately to develop rural tourism.

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APPENDIXES

Appendixes 1

QUESTIONNAIRE:

謹啓

私は、山口大学に在籍しております留学生です。私は、博士課程で、地域社会による観光事業への取り組みについての調査を実施しています。この質問票にご記入いただき、調査にご協力を賜りますと幸甚です。質問表のご記入には約5分程度のお時間を要する見込みです。ご支援を賜ります事に心より感謝申し上げます。

謹白

Sofia Wijaya
Email: mdsfiawij@hotmail.com

調査日 西暦 年 月 日

年齢		歳							
性別（該当するものに○）		男	／	女					
婚姻（該当するものに○）		未婚	／	既婚					
最終学歴（該当するものに○）									
	小学校	中学校	高等学校	専門学校	短大	大学	大学院		

以下の文章は、地域社会における観光振興について述べています。あなたの考えに最も近い選択肢を一つ選び、番号に○をつけて下さい。

- 山城地域は、ルーラル・ツーリズムの観光地として発展する潜在的な可能性がある。
1) まったく思わない 2) あまり思わない 3) わからない 4) 少し思う
5) 強く思う
- 住民が環境保護活動や農業に従事することは、地域の観光を向上させる。
1) まったく思わない 2) あまり思わない 3) わからない 4) 少し思う
5) 強く思う
- 山城地域への来訪者のために、旅館やホテル等の宿泊施設が必要である。
1) まったく思わない 2) あまり思わない 3) わからない 4) 少し思う
5) 強く思う
- 観光や修学旅行等の企画のおかげで、山城地域の地域振興は成功している。
1) まったく思わない 2) あまり思わない 3) わからない 4) 少し思う
5) 強く思う
- 地方自治体は、観光振興を補助したり参画したりするべきである。
1) まったく思わない 2) あまり思わない 3) わからない 4) 少し思う

5) 強く思う

6. 地域住民が地域振興に参画することは、地域住民による観光産業部門への投資を促すことを意味する。

1) まったく思わない 2) あまり思わない 3) わからない 4) 少し思う

5) 強く思う

7. 地域住民が地域振興に参画することは、地域住民による観光産業部門への就業を促すことを意味する。

1) まったく思わない 2) あまり思わない 3) わからない 4) 少し思う

5) 強く思う

8. 地域住民が地域振興に参画することは、地域住民による観光に関する意思決定への参画を意味する。

1) まったく思わない 2) あまり思わない 3) わからない 4) 少し思う

5) 強く思う

9. 自分が属する地域社会において観光が発展することを快く思う。

1) まったく思わない 2) あまり思わない 3) わからない 4) 少し思う

5) 強く思う

10. 地域社会においては、観光振興のための技術や知識が不足している。

1) まったく思わない 2) あまり思わない 3) わからない 4) 少し思う

5) 強く思う

11. 観光の運営において、NPOは重要な役割を果たしている。

1) まったく思わない 2) あまり思わない 3) わからない 4) 少し思う

5) 強く思う

12. 観光振興には、政府の資金が必要である。

1) まったく思わない 2) あまり思わない 3) わからない 4) 少し思う

5) 強く思う

もしも、お気づきの点や補足説明、ご感想などございましたらご記入下さい。



ご協力、誠にありがとうございました。

Appendix 2

INTERVIEW FOR REPRESENTATIVES OF LOCAL GOVERNMENT

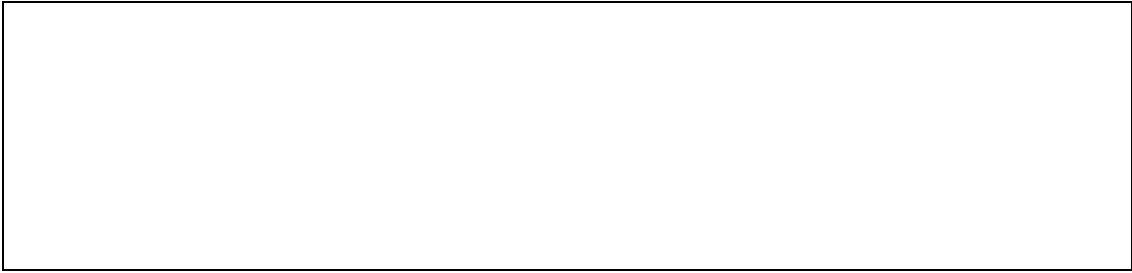
謹啓

私は、山口大学に在籍しております留学生です。私は、博士課程で、地域社会による観光事業への取り組みについての調査を実施しています。この質問票にご記入いただき、調査にご協力を賜りますと幸甚です。質問表のご記入には約5分程度のお時間を要する見込みです。ご支援を賜ります事に心より感謝申し上げます。

謹白

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組織所在地			
連絡先			
設立年			
所轄官庁			
組織の目的の概要			
常勤職員の人数	男性 人	女性 人	計 人
常勤職員のうち観光部門に従事する職員の数	男性 人	女性 人	計 人
観光に関する教育訓練を受けていますか？	Yes (以下の質問にお答え下さい。)		No
山城地域の観光振興における“Hot Nishiki”の果たす役割とは何ですか？			
担当されているプロジェクトや実施されている活動についてお答え下さい。			
No.	プロジェクト/活動の名称	期間	出資者名
観光を通して地域活性化を行うという視点に立つ時、NPO“Hot Nishiki”の将来の持続可能性を確保するためには、どのような戦略が必要と思われますか？			



ご協力、誠にありがとうございました。

Appendix 3

Yamashiro District

Picture 1

The local government of Yamashiro District with the students of Yamaguchi University as a volunteers in preparation the 'Student excursion' (2012).



Picture 2

The students from Tokyo who had just arrived at Yamashiro District were briefed on the committee "Student excursion" before starting the activity (2012).



Picture 3

One of activities by the local community for ‘Student excursion’ (2012).



Picture 4

The organizer of ‘Student excursion’ program. Local community, local government and NPO (2012).



Picture 5

One of the kinder garden buildings that no longer functioned as a decrease in the birth rate in Yamashiro District (2013).



Picture 6

The view surrounding Yamashiro District “Nishiki river” (2013).



Picture 7

One of transportation to reach Yamashiro District (2013).



Picture 8

One of the restaurants in Yamashiro District (2013)



Wongaya Gede village

Picture 1

One of the resort (Prana Dewi resort) in Wongaya Gede village, surrounded by rice fields (2013)



Picture 2

Pool facilities in Batukaru hotel (2014).



Picture 3

One of adventure facilities (2011).



Picture 4

The involvement of local community as a worker (farmer) in Prana Dewi resort (2011)

