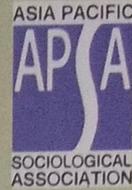


ABSTRACT BOOK



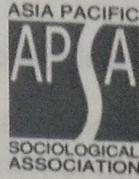
13th Asia Pacific Sociological Association (APSA) Conference
GLOBALIZATION, MOBILITY AND BORDERS:
Challenges and Opportunities in the Asia-Pacific

24-25 SEPTEMBER 2016

Royal University of Phnom Penh, Cambodia



THE UNIVERSITY OF SYDNEY



BOOK OF ABSTRACTS

The 13th Asia Pacific Sociological Association (APSA) Conference

“Globalization, Mobility and Borders: Challenges and Opportunities in the Asia-Pacific”

24-25 September 2016

Cambodia-Korea Corporation Center (CKCC)

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About the 13th Asia Pacific Sociological Association (APSA) Conference

APSA the Asia Pacific Sociological Association, established by the late Emeritus Professor John Western (University of Queensland) and a number of sociology colleagues from the Asia Pacific region in 1996. Our goals are to establish a network to link sociological associations, sociology departments and individual sociologists in the Asia Pacific region as well as to encourage co-operation between sociologists, planners and policy makers at both the regional and community level. APSA is a member of International Sociological Association and has productive networks with sociologists from Asia Pacific and beyond.

The second decade of the twenty first century sees remarkable social transformations in Asia and the Pacific region. These transformations have been accelerated by the force of globalization, liberalisation and transnational mobility. The 2016 APSA Conference aims to better understand emerging social issues across Asia and the Pacific. These issues include the dynamics of globalization; human mobility and migration; the conflicts and challenges around the issues of borders; the role of religion in social transformations and social conflict; ethnicity, acculturation and the articulation of identity; agrarian transitions, climate change and local adaptations; governance and democracy; and resource equity and sustainability. There will also be panels on health and the changing economic context; education and equity; human trafficking; aging; cultural heritage, urbanism and public space; and media consumption.

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Social Empowerment to Build Tourism (Study in Sendangsari Village, Bantul, Yogyakarta, Indonesia)

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Abstract

The article describes the study of social empowerment to build tourism in the village that is focused in one place; namely Sendangsari, Bantul, Indonesia. It uses information such as the potentials of tourism in the village, the model of developed tourism, and social empowerment in society to build tourism. The data is from several sources, for example the government, society, the communities, and the social institutions. The results were displayed in some parts. Firstly, there are three points indicated as the basics of developed tourism, which are 1) The policy from the local government; 2) The initiative from local society and communities; and 3) The collaboration from the society and the government. Secondly, The activities of social empowerment through several cases, including 1) Community of economic production supporting the tourism program; 2) Art and culture communities supporting the tourism program; 3) The program to increase Human Resources Development from young community and educational institutions; 4) The social institutions use those functions to develop society with their programs.

Social Empowerment to Build Tourism (Study in Sendangsari Village, Bantul, Yogyakarta, Indonesia)

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Abstract

The article describes the study of social empowerment to build tourism in the village that is focus in one of place namely Sendangsari, Bantul, Indonesia. It uses many informations such as the potentials of tourism in the village, the model of developed tourism, and social empowerment in the society to build tourism. The data from several sources, for example the government, the society, the communities, and the social institution. The results was displayed to some parts. Firstly, there are three points as the basics of developed tourism, which are 1) Empowering communities through economic business groups that support tourism ; 2) The initiatives from communities as a source of potential development; 3) The collaboration from the community and the government as a source of development potential. Secondly, The activities to social empowerment through several cases, those are 1) Community of economic production support tourism program; 2) The development potential of the community in the cultural areas that supports tourism programs; 3) Empowering communities to improve human resource capabilities; 4) The role of village institutions in developing tourism program.

Keywords : social empowerment, society, village, tourism

Introduction

Tourism is a social phenomenon that involves the human, society, group, organization, and culture (Pitana, 2005). Those elements are interrelated as a system development structure of tourism in a region. In addition, tourism development has a significant role in the economic, social and environmental (Iwan Nugroho, 2011). Firstly, the economic aspect relate to the export revenue and local revenue through tourists. Secondly, tourism social aspects play a role in employment, appreciation of art, traditions, culture and national identity. Finally, environmental aspects of tourism products and services can be lifted travel. Therefore, the various areas which have tourism potentials in Indonesia have the opportunities to be able to build tourist areas as tourist destinations to support people's lives in various sectors.

The condition of tourism in Indonesia is quite rich but still requires a review of the quality competitiveness. Based on The Travel and Tourism Competitiveness Report 2009 (World economic Forum in Pitana, 2005), Indonesia's tourism competitiveness was recorded at rank 81 out of 133 countries. This generally indicates that tourism performance in Indonesia is still lagging. Furthermore, the development of tourism village will do as one way to realize the built development of tourism. Village tourism is a rural area that has special characteristic and deserve to be a tourist destination (Pitana, 2005). The activities in the tourism village are not activities which operate in a vacuum. Tourism is closely related to social, political, economic, security, public order, culture, health and others, also the various social institutions which set them. So, to be able to build a tourist village areas need different strategies according to the regional development. Obviously, tourist

village is located in a rural area which incidentally was very attached to their cultural values and customs. This relates to the characteristics of regions in Indonesia, especially Yogyakarta as the area is closely related to cultural and educational tourism assets. This area needs the alignment of the concept in order to realize the goals of rural development through the potential development of rural tourism.

There are problems that occur in the development the tourism programs, so it build many positive and negative impacts. As a result, those need roles from the societies and the government to manage the potentials. Mentioned by Putnam (in Jim Ife, 2008) that the development community is needed if the establishment of community level structures and processes are good and lasting to be achieved. Therefore, to develop tourist villages in the province should be aligned with the various regulations of regional development and community potentials.

One of the policies which relate is Law No. 6 of 2014 concerning the village. After this rule was established, the villages have stronger roles in development planning. The village is a core entity which is in the regulation is given authorities in the management and development of the region. The warranties contained in the legislation not only in a support role, but to a large budget. Furthermore, the village get funding from the state budget directly which is related to the potential of the villages. Obviously, this law is a step forward in the country to give recognition to the existence of the village as a whole. Institutional village as the foundation of the state-forming is clearly seen in this legislation. In addition there is an emphasis on the cultural side that the opportunity given to the diversity of the model villages in the nation. The communities as elements of the village as the Village Community Development Agency (LPMD), The groups of Women (PKK), Youth Organization (Karang Taruna), Neighborhood (RT) are important components of the development framework in the village and is positioned as partners with the government. From the law describe the village institutions as a forum for community participation in development, and community empowerment to realize democratization and transparency in development. The recognitions of the various models of the village are the widest opportunities for the village to be able to explore the potentials and resources.

Development is a process that has plural dimensions (multidimensional) includes changes in the orientation and organization of social systems, economic, political and cultural (Adon Nasrullah Jamaludin, 2015). The social system in the rural community located on the existing structure in a rural area. Communities, societies and village institutions cannot be separated. Those have significant roles in the development process such as the process of planning, implementation and monitoring.

Rural development is a planned activity to create the conditions for socio-economic progress of society by increasing public participation (Adon Nasrullah Jamaludin, 2015). It is show that the structures of the village have the authorities to manage and control the development process at the village. The village institutions are government partners which has orientation to a concept of development that comes from the social groups.

The role of the state/ local state in planning and implementating wider more strategic approaches to development linking local, regional, and sectional project and programmes (Gary Craig and Marjorie Mayo, 2004:9). It clearly seen that the local area needs the participations of many structures to development. The linking of many sectors like a model of integrated development from the government and the communities in the grassroots. In otherwise, the concept of integrated development can be seen in two perspectives. Those perspectives namely top down and bottom up.

Firstly, top down is described the regulations and budgets. Secondly, bottom up is perspective from the implementation of the development. It was showed in the figure :

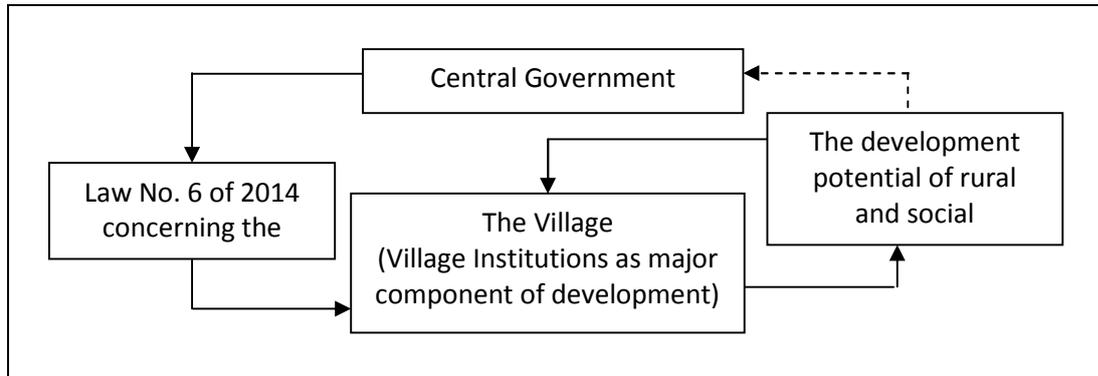


Figure 1. Integrated Development of the Central Government – Village (by. author)

It is clearly seen that the government policies may give the authorities to the village to be able to manage the tourism potential of the village-owned and subsequently it brings usefulness in the development of the village. From this, the government will be more effective in efforts for rural tourism development to know and understand the characteristics and potentials of individual travel. Surely this can bring development outcomes significantly because there is continuity of government and village autonomy in the development process.

Sendangsari is a rural district in Bantul, Yogyakarta, Indonesia which has characteristics that quite diverse. From the research found that in the villages there are resources managed as a regional tourism Tourism Village those are the Tourism Village Tourism Village Krebet and Mangir. Two Tourism Villages serve educational and recreational facilities for tourists. Tourism Village Krebet provide travel services to develop the potential of the crafts. Whereas the Tourism Village Mangir was gave on nature, art and local food. As the Tourism Village, Sendangsari certainly has the concept of development of tourism potential and social empowerment.

The village has many tourism potentials. The keyword for Sendangsari tourism development is the ability to be able to leverage the potential of rural villages with social empowerment. This is done through the collaboration of village institutions and society. The village institutions as elements of institutions that is an arm of the village government. Furthermore, the public has the authority to manage the tourism potential in accordance with the characteristics of the community. So those should be applied to the conditions of rural communities in order to realize sustainable development. Here are depicted in the chart:

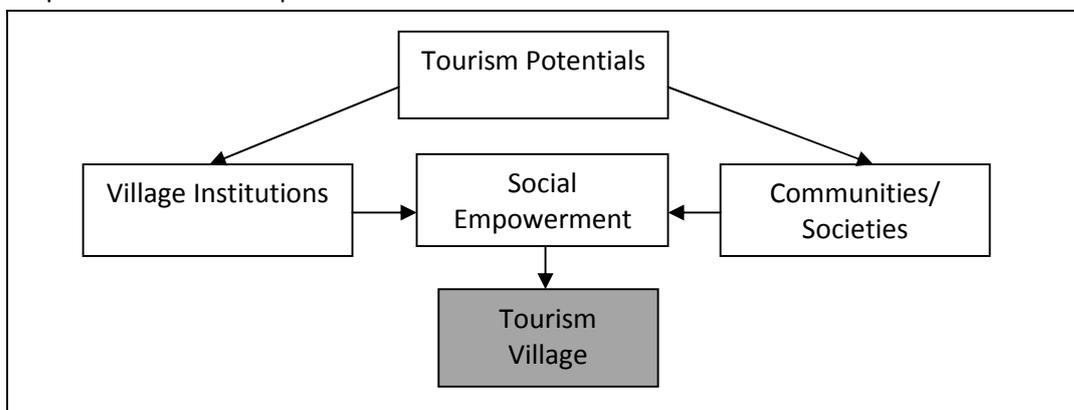


Figure 2. The concept of Rural Development Tourism (by. author)

Social empowerment is one form of national development that lead to democratization and decentralization, fostering a broad awareness of the need for community participation in the whole process and development programs (Adon Nasrullah Jamaludin, 2015). This is to create development in an area derived from public participation so as to manage and engage directly the development process. This is done in the process of development of rural tourist areas in Sendangsari. Social empowerment carried out by the structures to be able to realize the goals of rural development through the potential development of rural tourism in the Sendangsari. This is examined in detail associated with the base and the direction of development of tourism and other forms of social empowerment which is resulted for tourism development.

Method

This study uses descriptive qualitative approach. In this case study found written data from the village institute officials to obtain information related to the concept of social empowerment in the construction of a tourist village. Descriptive researchers are exploring and clarifying the social reality in the community by involving community members to be able to describe amount of data obtained. The data is related to the tourism potential, the role of the village and the concept of social empowerment. This research is a case study on social empowerment in the development of rural tourism in the village Sendangsari as one of the villages in the province. Therefore, the data obtained is the data relating to the process of social empowerment in rural development in the village Sendangsari travel.

The object of research is Social Empowerment in Rural Development in Rural Tourism Sendangsari involve wide range of structures in the construction of tourist village. From the data will analyze the development process and the development of tourist villages region. It is a matter of social empowerment analysis. The data are from primary and secondary sources. The primary data are obtained from interviews with informants the village headman Sendangsari, Chairman of the board of Tourism Awareness and village institutions. Secondary data are obtained from the data available from the results of the literature, reference sources associated with the construction of a tourist village in Sendangsari. In addition, some data from the Department of Culture and Tourism.

The data are collected by observations, interviews, documentations and literature reviews. The observations were made by mapping a tourist village in the village Sendangsari. The interviews are to obtain data regarding the potential villages that are relevant to the development of tourism and social empowerment undertaken. The documentation is required to be able to document some of the sources of the rules and the village government policy in developing the tourism potential. The data analysis technique in this research use the analysis of interactive model (Interactive Model of Analysis) to reduce the data, presenting data and draw conclusions. It did with an interactive form with the data collection process (data collecting) as a cycle.

Finding

Tourism Potentials in Sendangsari

Sendangsari is the rural areas which located in Pajangan, Bantul, Yogyakarta. This area has approximately 1,314,105 hectares. The location is separated by the Village Bangunjiwo in the north, the village of Triharjo in the south, the village Wijirejo in the east and the river progo west. The village has 18 sectors, each headed by a chief. The area is quite far from the city center. The distance

is from the district capital of approximately 7 kilometers. The distance is from the provincial capital of approximately 35 kilometers.

The village has a topography which consists of two main characters namely the hills and plains. Hilly area consists of lowland forest area while is rice fields, orchards and fields, the hill area for timber plants. It is in the second area which has a settlement area inhabited by indigenous people and migrants. In addition the each region is develops the natural potentials according to the characteristics of each territories.

Agriculture is the dominant potential in land which is used in Sendangsari. The major people are farmers who are still plenty of good agricultural fields to continue to work on and produce agricultural products such as rice, maize, pulses and so on. The utilization of land for root crops grown relatively easy and does not require much maintenance. The functions of community for agricultural products is quite varied (Nur Endah Januarti, 2010). Nowadays, the local foods are developed as alternative tourist destinations in Sendangsari because of the rare areas of managing the wealth of local food.

The hills area has forest area overgrown with wood. Use land as teak forests, Albizia, mahogany and so on because the larger land and there are not many more houses. In addition, the conditions of plants that do not require too much water, so the plants are suitable to be developed in the plateau region. The society makes the woods as wood batik industry. The industry is promising for the villagers because of the too many of woods in Sendangsari that can be utilized. Therefore, some people also develop wood craft industry as one of the alternative development of tourism potential.

In otherwise, Sendangsari Village has a wide range of other potential. Sendangsari has natural resources and artificial resources. Nature was described by the natural potentials that appear originally from the location. The conditions of the nature are still beautiful as a potential. The natural potentials are utilized by people as land for crops that can be developed and processed and as a tourist destination. The artificial resources are made by the people to build a form of tourism. The abilities to develop the nature are attractiveness to the tourism in the village and make The Village Tourism.

One of the tourism potential that still attracts a wide range of both domestic and foreign travelers are Tourism Village in Kreet and Mangir. The existence of wooden batik industry is created as educational tours and recreational interests of various groups of people, students and tourists to stay in the Kreet. Then the tourists learn about batik and traditional arts. Furthermore, the historical sites Mangir become an attraction in Mangir. Finally it is utilized and developed as one of the tourism potential in Sendangsari. The background of Sendangsari village is community which is still live with traditional customs with a variety of art making potentials of arts in this village are still preserved. Modern and traditional acculturations become innovative when the people in this village make various kinds of arts such as campursari, contemporary gamelan, percussion, jathilan, and so on.

The Policies of Development Tourism Area

According to data from the Department of Culture and Tourism in Bantul 2014 Tourism Village in Bantul consists of 36 locations consisting of Tourism Village-based education, center-based industries, based on culture, agriculture and others. Those are categorized into three areas namely embryo, developing and developed. The indicators to describe the categories are from the level

visits of tourists and the participations of societies. The data collections process from Culture and Tourism Department by method. They call the tourist village to send a letter requesting registration to Department by enclosing a decree of the headman local village, a village profile, travel, rules, the identity cards from the committee.

In principle, tourism management in Bantul is directed to reach the tourist villages which have activities that relate to the conditions of each groups. All kinds of activities are directed:

1. To improve knowledges and insights group members of the developers in the field of tourism
2. To increase the ability and skills of members in managing the business field of tourism and creative economy
3. To encourage or to motivate the community to be a good host for tourists
4. To encourage or to motivate people to increase the attractiveness of local tourism through the efforts and empowerment *Sapta Pesona* values
5. To collect, to process and to provide information services of tourism to the tourists and the local community
6. To provide inputs the government to develop the tourism.
7. To create and to sell tour packages that have been adapted to the potential of rural tourism and community-based

In Bantul contained development policy which is based on tourist village in Bantul tourism development strategy. These efforts to develop culture-based tourism and local potentials that are promote communities participations. This is related to the policy direction of tourism development areas by enhancing the role of culture as a base area of community-based tourism, supported by innovation, sharpening the promotion, improvement of accessibility and connectivity, human resource development of tourism, as well as the synergy between tourism stakeholders. The implementation of the policy development strategies are displayed in several programs:

1. The tourist village assistance program which is financed with funds from the 1st budget from the government
2. The Communication Forum of Tourism Communities and Tourism Village in Bantul
3. The process of facilitating partnerships with agencies / relevant agencies both government, private sector, universities, and tourism associations, and others

Department of Culture and Tourism provides a guarantee to the direction of development of rural tourism in Bantul which has synergies for the strategy of tourist villages in each village. It relates to the strategy of development in rural tourism which is aimed in the development of culture-based tourism and local potential by promoting community participation. The management of tourist villages use the principle of community involvement for :

1. The actors of tourism activities
2. The direct/ indirect owners of tourism
3. The ownerships of land which is not transferable
4. The partnership principle to empower the people
5. The making of benefits
6. The preservation of culture, tradition and the environment (strengthening civil society organizations)

This is in line with the principle of implementation of the Law of Village which provides opportunities for the village to develop the potentials. An important point in the implementation of the Law on the Village is the recognition status in the villages, preserve cultures, promote

empowerment, transparency, to improve service, social and cultural resistance. It is through the development of the tourism sector and cultural recognition of the status of the village as an area to preserve culture, promote empowerment so as to enhance the resilience of the socio-cultural. It is implemented by

1. The relation of Cultural Village and Tourist Village.

The definition is the cultural village can be built into a tourist village so that local culture can be packaged in the form of travel packages and "sold" to tourists. As a result, it can add the economic conditions and the prosperity of the people. It is disseminated to the public through counseling, organizing events, family trips, exhibitions, cultural missions, and others.

2. The accompaniment

It is the effort of monitoring whether the village had already made programs. Furthermore, it is already entered the culture and tourism sectors in the work programs and budgets of the village. The principle is the management of the tourist village and cultural village in each district are handed by the leads. Department of Culture and Tourism focus on the socialization and guidance programs which are designed by the village for the development of rural tourism.

3. The Companion Culture

The Companion is the actor to assistances the communities and cultural tourism in the village. They discuss the management of the potential of tourism in the village. One example implemented by Cultural Tourism Village Assistants Mangir. It is through co-culture, cultural activities and tourism development of the group with the maximum attention. Co-culture at the Tourism Village in Mangir build direct relation with the societies in any activities of the development potential of culture and tourism.

4. The Department encourage the tourism villages to develop the potentials with the process of making participations

It makes the process of management can be carried out independently by the village. Absolutely, the village institutions are involved with the societies. This relates with the strategy of rural tourism development issued by the Department of Culture and Tourism which was to develop culture-based tourism and local potential by promoting community participation. There is a synergistic relationship that is created from the private sector, government and society namely a) the government as a facilitator and regulator, b) the private sector as a developer investor, c) community as the subject of a developer.

Discussion

Tourism Potentials in The Village

There are various tourist potentials and tourist destinations which are located in the village of Sendangsari. Tourism potentials come from wealth and natural conditions in Sendangsari that is managed by the community. The various tourist potentials and tourist destinations were developed in tourist villages. Some tourist villages have complied with the procedures and administrations as tourism village, but the other tourism potentials are still not managed maximum.

The form of management of rural tourism in Sendangsari is submitted to the Community which is called Travel Awareness Group in each region Tourism Villages. The tourist village is formed on the initiative of citizens or with the encouragement of the village administration. There are two areas which have prominent models, namely Krebet and Mangir. The management also uses a

system of Travel Awareness Group. Tourism Awareness group as a community in each region has tourism potential. The management is delegated to each group.

Tourism development policy also pays attention to the potential Tourism Village in Sendangsari. The village did the analysis of the potential to create policies which relate to budget management and development of tourism potential. Sendangsari has commitment to develop the tourism since the beginning. At first Sendangsari Village wants to be developed into a tourist area of agriculture because it adapted to the geographical and natural conditions in this region which has potential to farming areas, but is having problems related to the budget. Then, this model is not developed yet. Furthermore, the development of tourism potential involves the community because the community independently opened the opportunity, the government supports the management process. The village is involved in the formation of Travel Awareness Group. For example, the society has initiatives to manage woods into wooden crafts to make a tourist village in Kreet much in demand by the tourists.

After seeing the tourist area of the development process in Kreet, the efforts to develop the potentials of each region was performed because Sendangsari Village has a lot of tourism potentials. This is interesting because there is business synergy between the village government, community and social groups in society. Following this, it can be obtained an experience that the process of development of tourism potentials in the area of the Sendangsari implemented in three forms:

1. The policy as a source of potential development

It emphasizes the form of village government policy which is designed to develop the tourism potentials. The problem is too procedural and takes quite a long time in the development process, for example when the desire to develop farm tours. In the end it is not running optimally process and require a long time to 15 years. This concept is consistent with the concept of development which uses a top-down government policy as a basic source of development.

2. The initiatives from communities as a source of potential development

The emphasis on resource development potentials through creative ideas of society. The public is a major sector of potentials to explore the village. Through this model will find rural tourism development process independently. This happened at the beginning of the Tourism Village in Kreet formed. Through the development of tourism potential independently by the community in the area of Village Tourism Kreet have wooden batik developer region.

Local residents added that the process of managing a tourist village was originally done independently. The process such as the concept of construction of the bottom-up development resources from the public. The development process is also derived from the development potential of the community. It can withstand up to now proved by the Tourism Village Kreet which continued to exist until today with all the dynamics that exist in it.

3. The collaboration from the community and the government as a source of development potential

This model have two ways communication which potential development efforts conducted to explore the potential of the people who were subsequently arrested by the village government to be able to pursue those results through rural development policy. It is held on the Sendangsari accommodate the interests of tourism development at some point to further establish the Travel Awareness Group. It means that the process of development group also based on the needs of the village, where communities are ready to implement the program of development of rural tourism, not impose a policy to the area which has not been able to be developed, for example Tourism Village in Mangir.

Tourism Village in Mangir have tourist potentials to be developed by the community, then it was captured by the village government. The government give facilitates the formation of community and programs which develop to assist tourism. The other example is the one of tourist site in Sendangsari has tourism potentials, it is based on information from the leader, village government facilitated with program Master Plan for Acceleration of Poverty Alleviation.

Social Empowerment to Build Tourism

Social empowerment in a society can be reviewed in a few approaches that focus, to include the community, and team approach (Adon Nasrullah Jamaludin, 2015). Directional approach is directed towards the empowerment process that requires through programs or policies designed to resolve the problem. Including the community is an approach for mapping purposes, the will and the ability to build and through such efforts can increase the ability of communities to engage in the process of planning, implementing, managing and accountable development. Lastly, the group approach that is to build a group that can effectively use resources more efficiently.

The processes of development in Sendangsari involve elements of society. One indicator is the social empowerment of the community as a potential source of a tourist village. The function of the government is the coordinative function. Social empowerment relate to to the ideas work in the community carried out to develop the ability to observe the principles of social justice and human rights guarantees (Jim Iffe and Frans Tesoriero, 2008:130). Forms of social empowerment implemented in the process of development of tourism potential in the Tourism Village Sendangsari involve various elements of society. The potential communities are empowered to be managed as much as possible in order to provide benefits to the development of society, especially the development of tourism potentials.

Based on the results of interviews with informants, some of the activities included in the social empowerment activities carried out by various things include :

1. Empowering communities through economic business groups that support tourism

It can be seen in the tourism management process involves various groups of business which can take the advantages of the visit to offer the results of their internal product. As expressed by one of the informants (Chairman of the Tourism Village “Pokdarwis” Krebbe)

“Yes it can because we involve a lot for example the mothers make batik. So, if there was a visit and the tourists wants to learn batik, the instructors are mothers who can make batik. We just guiding the instructors. In addition, when the tourists order eats and drinks, we involve the PKK to make it. Then, when they need to stay, the societies also are involved.” (Interview with Riyadi, August 19, 2015).

In accordance with that expressed by the Chairman of the Youth Tourism Village Mangir that through tourism activities involve an element of youth to be able to manage the potential for entrepreneurial creativity. This is the result in the interview:

“In Mangir Kidul it was called KWU (Entrepreneurship Groups). There are many activities. Mangir as a Tourism Village sometimes the tourists come to visiting in this village. The Entrepreneurship Groups have the program to prepare. For example, the groups make souvenirs from coconut shell which formed to keychain. But the difficulty is still not able to market. That's because sometimes not until the finish in the process. Actually still need such things in the process of socialization ”(Interview on Gestria Sariaji Fariris, August 4, 2015).

It clearly seen that the social empowerment of tourism development in Sendangsari lead to a team approach. The working groups in various fields make the development of tourism potential are aimed at optimizing resources more efficiently. The role of youth is one of the sectors of success to the area to be developed.

On the other hand, it is a form of empowerment which refers to the ability of the community. An empowerment also refers to the ability of people, particularly vulnerable groups and weak that they have the strength or ability (Adon Nasrullah Jamaludin, 2015). Those powers or capacity are needed to meet the basic needs so that they have freedom. In addition, it is needed to reach out the productivity resources that enable to increase incomes. Economic empowerment group makes the strength of the community can be seen and is built dynamically.

2. The development potential of the community in the cultural areas that supports tourism programs

The actors art at the Tourism Village is managed through tourism activities that would help to protect traditional arts tradition as an alternative tourist destination. It is same as the art groups in Krebet such as Jathilan, Reog, Sholawat, Macapat, Karawitan, Puppet. On the other hand there are groups which concern in tourism programs in Mangir such as Reog, sholawat, Hadroh, Karawitan, Dancing, Ketoprak, Puppet. These groups are active so that it becomes one of the offers for tourists.

Social empowerment in tourism development in Sendangsari has a direction or goal that is quite clear. It is based on the potential that exists in this region. There are the integration between various community groups in to forms of social empowerment by involving groups according to the field or tourism potential. Society actively engaged as a participant not only managed object. In addition, the groups of tourism potential developer community has room to expand capacity, potential-creation so that the sustainability of tourism potential also depends on the existence of such groups.

Obviously, it is looked that social empowerment in development efforts Sendangsari travel in creating self-reliance and community participation in order to preserve, improve and define the process of regional development.

3. Empowering communities to improve human resource capabilities

The improving ability of human society such as education and training programs conducted for the community that support tourism activities. As an interviewee below : “Yes for 2 years he participated as a manager. So if now there is a training, the participants are from the young generations.” (Interview with Riyadi, August 19, 2015).

Tourism activities have the motivation to be able to enhance human resource capabilities of society, especially the youth through training. Another thing revealed by informants is that there is one field that supports human resource development within the scope of the Tourism Village Pokdarwis Mangir namely through special education programs. There are Mangir School Youth which aims to increase the capacity of youth Mangir that support tourism activities through educational activities. For example, in the form of seminars, training of trainers outbound, training guide, training of tourism promotion, tourism potential mapping training, and so forth (Interview on Gestria Sari Aji Fariris, August 4, 2015).

In this point, is one form of social empowerment of communities in tourism development that takes into account the potential or competitiveness community (empowering). This is needed in order to create an optimal development process necessary steps to be able to establish a positive climate and circumstances related to various inputs and access to a wide range of opportunities so

as to make people more empowered (Adon Nasrullah Jamaludin, 2015). Therefore, the steps take in the empowerment efforts is to improve public education. Human resource development is activity to one of the concrete steps to empower community potential.

4. The role of village institutions in developing tourism program

Village institutions have a role in building a tourist village in the Village Sendangsari the two contexts. Context village institutions from the village-level institutional structures Sendangsari village government and village organizations at the regional level or tourist areas located in the hamlet. Institutions at the village level the village government Sendangsari form of BPD, PKK, LPMD, and Karang Taruna. The institutions at the local areas are the PKK, LPMD, Karang Taruna and Pokdarwis. Each institution has a role in accordance with the characteristics of the realm of work of each institution. The role of the village in the village government casement Sendangsari lead to a strategic role related to village government systems and institutions at the regional level tourism village leads to the operational level.

Here are some of the roles of village institutions were obtained based on information from informants.

a. The Institutions in the Government

Sendangsari village headman said that the village council in the village government level are common. Is more on the aspirations of the hamlet level. There are the statement :

"There are general institutions in Sendangsari such as PKK, LPMD, Karang Taruna and RT. Then it was as a partner BPD in the government. The role of village institutions is very basic and important which relate not only the tourism potential but all development activities. Whether it is for business groups, art groups, artisans etc. It is actually the domain of activities of the institutions in the villages. The institutions should be coordinated in the sector level. The institutions in the sector level coordinate the potentials for earlier. Well, in this case the village accommodate the aspirations and then map out which is appropriate for our support, nurture and then of course in accordance with the proportional rule and its potential activities "(Interview on M. Irwan Susanto, ST, September 13, 2015)

In addition, the village institution has a role in the empowerment process in the form of a business group, arts, artisans and so on. Institutions at the government coordinate their activity in the village. Furthermore, the aspirations and recognizes the need. Then, it can be allocated in proportion of the program of tourism development activities.

The village headman Sendangsari specify LPMD development programs related physical and non-physical. The program emphasizes the physical and non-physical infrastructure such as the empowerment of the business group. Furthermore LPMD accommodate the interests of development at the level of the unit to be brought to the village. As mentioned below:

"The government in this year directs the budget to all activities of the village council. So the standard for conditioning agency groups that exist in the sector such as LPMD. For example, through regular meetings to plan activities in their village. No physical development activities, empowerment of business groups such as catfish, artisans and so on. It is inventoried and then empowered. They have a view about the continuation of the business. In this case there are issues related to the development and support activities that give the fund. The proposals were brought to the government then proposed to obtain funds as the activity of empowerment. "(interview to M. Irwan Susanto, ST, September 13, 2015)

Another effort is the activity undertaken by the BPD as an institution at the village level. BPD has a role in accommodating the aspirations. It showed from the statement:

"BPD in the tourism village accommodates the aspirations. Then after the aspirations is discussed by in the forum of BPD. After that they deliver in government. There are more activities that they oversee action plans have been implemented by the village or not. They have powers like it. So that BPD is expected to be a bridge to government information to the public. Then convey the aspirations, they watched the performance headman, finally they evaluate and forth." (Interview to M. Irwan Susanto, ST, September 13, 2015)

It can be seen that the role of the village in government level relating to the development of tourism potential leads to a structural mechanism or system of work of each institution. In conclusion, there are the role of village institutions such as :

- 1) Village institutions coordinate rural sector levels (sectors Village Tourism)
- 2) Village institutions accommodate the aspirations then mapping the program planning
- 3) Village institutions give proportional directions which relate to the activities and the potentials every village tourism
- 4) Village institutions accommodate the aspirations towards tourism development action plan
- 5) Village institutions provide oversight of the implementation of activities

b. The Village Institutions in the Region/Tourism Village

The village institutions in the tourist village emphasis on the village institution under the government of the village or village level (hamlet). The structure of village institutions spreading to the village level and Tourism Village in Sendangsari developing the hamlet. As for the role of village institutions directly related to tourism activities, such as :

- 1) The village institutions carrying out development planning that supports the travel program
LPMD implement development programs. this is according to the function as a development institution in the village. The programs adjust the orientation of the construction of a tourist village.

"As happened at the Tourism Village Mangir there is a budget allocation for the manufacture gate in Mangir. LPMD give support to lighting, rental of tents and chairs." (Interview on Bp. Kamidi, September 2, 2015).

- 2) The village institutions carrying out activities that support the travel program
The various institutions support rural tourism programs. Youth clubs have programs for product innovation craft, PKK support in the food processing sector, LPMD on infrastructure development and ritual activities like traditional ceremony. This activity supports the travel program in each of the Tourism Village.

In addition there are savings and loan cooperatives as craftsmen, at the Tourism Village in Kreet. This strongly supports the management of group travel program craftsmen. It is showed on interview :

"The craftsmen cooperatives, so the craft was in charge of the cooperative. But the craft tour packages in the care of Pokdarwis. So if there is a problem regarding the process of production, it was responsible by cooperative. For example, there are the problems to the equipment used for training. While Pokdarwis have a duty to craft travel pack." (Interview on Riyadi, August 19, 2015)

3) The groups that support the business travel program

It discusses the role of institutions in managing the potentials both human resources and natural resources. For example in the Tourism Village Mangir, PKK formed Women Farmer Group as one of the groups that have activities in the field of agricultural arts. This activity supports the programs such as traditional ceremony as a part in the field, management of agricultural products to be local food, and so on. So, those programs are activated as tourism activities.

4) The groups accommodate the needs of development and communicates at the village

The institution in the tourist village also has a role in accommodating the needs of development through Musrembangdus (the formal discussion in the sector village which discuss about the recommendations) are then communicated in government. Therefore, all plans to be accommodated in each region.

5) The groups prepare the human resources in highly qualified with practice programs which relate to tourism development.

This relates to the educational function of each institution. The educational programs in Karang Taruna and PKK support the process of human resource development. For example, the program in Mangir which show on The School of Youth Mangir is activated to increases human resources of the youths in tourism management. PKK supports the process of preparing the children who have qualities and the old people who guaranteed. It was displayed by the information from the lead of PKK in Mangir:

"The PKK has Posyandu (IHC). It has a membership consisting of elderly, mothers and children. The team management is the mothers. So, the programs have targets the children under five and the elderly. For example at the education and health should not be any poor nutrition, do not let children out of school." (Interview on Fivien Nur Endah, September 9, 2015)

6) It makes the program to socialization of tourism potentials

The socialization of tourism potentials is the program which held by the youth in the Karang Taruna. Karang Taruna is the leader of that program because the youth have closely relation with media. Media is tools to implement the socializations. It is showed by the member of Karang Taruna in Kreet :

"Yes, because the youth must now many sciences and technologies, so they are also have promotional programs. After this, when the tourism villages did not have promotional programs, it will die. Obviously, the key is the promotion. (Interview on Jibre, August 25, 2015)

7) They make cooperation with other institutions who support developing tourism potentials

The institutions have roles to cooperate with other institutions in outside tourism village. It held to support the programs which need other helps. The cooperation which held in Mangir through educational institution, non government organization and the other social institutions. It is described by the leader of Tourism Group :

"There are many activities relate to the socialization of marketing it first. Secondly, there are some groups who have activities in Mangir, for example Pramuka, Walhi, UNY, then the NGO Arupa help socialize the existence of this tourist village. In the future, there is also a direct contract to help develop tourism village." (Interview on Zuchri Saren Satrio, September 14, 2015)

It was displayed that social empowerment in Sendangsari to develop the tourism programs involve several communities. The communities come from civil societies, the relation of civil societies and the government through the social institutions and the educational institutions. The groups work to build the potentials of tourism in the area. It relates to the Gulbenkian Report who described the role of the community worker as one of identifying social problems and helping to develop solutions - a problem solving process (Michael Pitchford with Paul Henderson, 2008:43). The communities make programs which relate to the competencies such as cultural communities, economic communities, and educational communities.

The communities or groups who live in Sendangsari are the models of several interest groups. There are the statement about the three types of community work are face to face work with local groups (neighborhood groups), developing and coordinating services, and national, regional, and local planning (Michael Pitchford with Paul Henderson, 2008:43). The groups with face to face work with local groups are represented by the cultural groups and economic groups. They work with the societies to develop the potentials of tourism through the development programs. Then, the developing and coordinating services was displayed by the communities who make the educational program to develop the human resources through the educational institution and the local community. Lastly, the local planning was described by the social institutions who works in the local government. They works as a partner with the government.

Conclusion

The process of developing the tourism potentials in the region comes from the village Sendangsari 3 areas. Those areas namely Village government policy as a source of potential development, initiative of the community / communities as a source of potential development, community collaboration and the village government as a source of development potential.

Social empowerment activity is tourism potential in the development efforts in Sendangsari Village. It was carried out through a number of approaches which are Empowering communities through economic business groups that support travel program, Empowering communities to improve the ability of human resources, Wmpowerment of community potentials in the field of culture that support the tourism program.

The role of institution at the village level the village government with regard to the development of tourism potential. This adjusts structural mechanisms or systems work of each institutions. Some examples namely a) The village institutions as coordinating agency at the central village (Village Tourism sector); b) The village institutions accept aspirations then mapping the program planning; c)The village institutions provide guidance in proportion to the activities and potentials of each tourist villages; d) It is accommodate the aspirations of the plan of tourism development activities; e) It has work to supervise the implementation of activities.

The role of village institutions operationally directly related to tourism activities. Some programs are done as follows: a) The institution carrying out development planning that supports the travel program; b) It carry out activities that support the travel program; c) The empowerment of business groups that support the travel program; d) The institution accommodate the needs of development and communicates at the village level; d) The institution prepare qualified human resources through training programs related to the development of tourism; e) The dissemination of tourism potential; f) The cooperation with other agencies to support the development of tourism potential.

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