

Model of Women's Empowerment in the Economic Aspects of the Tourism Field Through Community-Based Education in Gunungkidul

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Abstract

This research endeavors to develop a conceptual model for enhancing women's empowerment in the economic aspects of tourism through community-based education in Gunungkidul, focusing on the tourist village of Nglanggeran. Utilizing a qualitative case study approach and purposive sampling, the study incorporates various data collection methods such as observation, archival recordings, interviews, and documentation, ensuring data validity through source and method triangulation. The research outcomes unveil an empowerment model involving training for the brown house, spa, and batik house communities. Participants, drawn from the local tourist village, gain opportunities to engage in village management. The empowerment process receives support from partners, Corporate Social Responsibility (CSR), and tourism village managers, yielding meaningful benefits for women. The stages encompass needs identification, program design, implementation, and evaluation. Women actively participate in problem exploration and solution determination during needs identification. Program design involves women in formulating training plans. Implementation includes preparation, coordination, socialization, group formation, resource strengthening, and training. Evaluation occurs at various stages, involving initial, implementation, and final assessments. Training implementation relies on assistance from partner institutions and CSR for problem resolution. Empowerment concludes with monthly program evaluations, resulting in the positive recognition of women's equality in welfare, access, awareness, participation, and control. This recognition translates into increased employment opportunities, enhanced income, and improved economic well-being for women.

Keywords: *Community-Based Education, Economy, Tourism, Women's Empowerment*

INTRODUCTION

Tourism is a contributor to foreign exchange for countries in the world, so tourism is a development priority in improving the country's economy [1]–[6]. The economic impact of tourism in Indonesia includes increasing the country's foreign exchange earnings, expanding and accelerating the process of business opportunities, expanding employment opportunities, accelerating income distribution, increasing regional tax and levy revenues, increasing national income, strengthening the balance of payments position and encouraging regional development growth that has tourism potential [7], [8]. Tourism is the main focus in development because it has an economic impact on society for both men and women.

The role of women in tourism cannot be separated from the 4A concept [9] which is an important element in tourism, namely attraction, accessibility, amenities (facilities), ancillaries (institutions). All elements of tourism which include the 4As can be applied well if the implementation involves women. This is because women have a tenacious attitude in preserving the environment as a tourist attraction, women are able to communicate well so as to facilitate access for tourists [10], women are able to maintain infrastructure to support tourism activities [11], and women are able to manage institutions as a forum for tourism activities.

Optimizing the role of women in tourism is regulated in the Minister of Culture and Tourism Regulation Number KM.18/HM.001/MKP of 2011 which explains that the community is actively involved in activities starting from the planning process, implementation, supervision, maintenance and utilization, by providing opportunities to wide active participation of women. It was further explained that the community, both men and women, have the same roles and rights in implementing Mandiri Wisata's PNPM (National Community

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Empowerment Program). PNPM Mandiri Tourism must be a driver for increasing the role and participation of women in the tourism sector and developing the creative economy that supports the tourism sector.

It turns out that the policies that have been issued have not provided space for women in the tourism development process. Conditions in the field illustrate that women still have lower positions than men [12]–[16], stating that in the distribution Women's work often does not receive equality with men's. Women in tourism dominate informal roles [12], [17]–[20]. These informal roles include homestay services, food and beverage services, souvenir makers, stall waiters, hawkers, cooks, cleaning public places and as waiters in the hospitality sector.

The strategy to realize gender justice can be done by empowering women. This is in line with [21] who says that the target of gender justice will be achieved if it is carried out by empowering women through tourism. Women's empowerment can be carried out by paying attention to women's needs from the needs identification stage, program design, program implementation and evaluation to allocating resources for both women and men. The implementation process involves mapping the work and resources of men and women in a community and highlighting key differences [22].

Women's empowerment in tourism can be done through community-based education, namely by providing equal space for men and women to work and carry out all roles in the tourism sector, without being burdened by all domestic work [23]. Community-based education is a tool for empowering local communities, both men and women, which is designed and implemented independently by the community to explore their potential and strengths [24]. [25] study explains that women's empowerment through community-based education must pay attention to the balance between tourists and local communities in terms of community ownership status, fair distribution of profits, socio-cultural relationships based on mutual respect and joint efforts to protect the environment.

Community empowerment in tourism has been widely carried out in Gunungkidul Regency, one of which is in the tourist village of Nglanggeran, Patuk, Gunungkidul, Yogyakarta. Nglanggeran tourist village was named the best tourist village in Indonesia with the Community Based Tourism concept by the ASEAN Community Based Tourism Award in 2017. The achievements of Nglanggeran tourist village are being able to contribute to social welfare, involving community management, maintaining and improving environmental quality, encouraging participation. interactive between local communities and tourists, providing quality travel services and tour guides providing food, drinks and accommodation as well as quality Friendly Tour Operator (FTO) performance (gunungapipurba.com, 2017).

Women's needs to increase their participation in the tourism sector vary widely based on the potential characteristics of the village and community [26]. These needs include education, training and counseling as well as guidance in the field of developing the attractiveness of performing arts, providing homestays, knowledge and skills in the tourism business sector such as making souvenirs, catering businesses, health, services and others. Women's empowerment in the Nglanggeran tourist village aims to increase women's insight and skills, however, in practice related to women's empowerment with the aim of increasing women's capacity, they experience several obstacles, namely family constraints, limited funds, and differences in the perspectives of each individual [27].

Preliminary research states that women in the Nglanggeran tourist village are considered not to be physically strong and therefore are not permitted to work in the tourism sector. Women work as housewives and take care of agriculture and women do not have significant skills to earn a living. For women who have skills, they are not used enough as capital to create their own jobs. Women in tourist villages still have low skills in managing existing natural potential. The skills possessed are limited to processing snacks such as the ability to make banana and cassava flakes. The results of skills are also only consumed for one's own needs and have no selling value. Meanwhile, the natural potential in the form of cocoa is enormous and has not been properly processed. So far, the community's cocoa harvest has only been sold raw, so the selling value is low.

The skills possessed by women in the Nglanggeran tourist village have not been managed well, so it is necessary to carry out skills training on the use of existing resources or potential to improve product quality. These quality

products can attract tourists to enjoy typical food from the Nglanggeran tourist village. In this way, tourists who come to Nglanggeran not only enjoy the natural atmosphere of the tourist village but also enjoy the typical tourist village food that is not found in other tourist villages. The more tourists who buy tourist village products, the greater the income of the community, especially women who are members of the communities.

The Nglanggeran tourist village is a tourist village with well-known natural potential which has an attraction for the community on a national and international scale, so that women can be empowered according to their potential. Thus, the women's empowerment program in the Nglanggeran tourist village is focused on community-based education, namely education carried out in groups according to their respective communities. This is because the learning process in the community is greatly influenced by environmental conditions and potential [28]. Through community-based learning, women can be motivated to learn and gain real experience.

METHOD

The approach used in this research is a case study. The case study approach is more appropriate for qualitative research [29]. The research was conducted using case studies with characteristics described by Creswell (2014), namely: (a) there are cases of women's empowerment through community-based education, in this case called Community Based Tourism (CBT); (b) this case is time bound, namely that the tourist village of Nglanggeran has become a CBT since 2017 and is the only tourist village with the best CBT in ASEAN; (c) in collecting data using various sources of information, namely tourist village managers, women in the community, people around the tourist village and the local government; and (d) in collecting data, researchers are involved in activities in the community.

The determination of subjects in this research was carried out using purposive sampling. The key informant in this research was the head of the Nglanggeran tourist village manager. The main informant is a person who knows technically and in detail about the research problem to be studied. The main informants in this research were the head of the brown house community, the head of the spa house community, and the head of the batik house community. Supporting informants are people who can provide additional information to complement the analysis and discussion in qualitative research. Supporting informants in this research were members of the brown house, spa house and batik house communities.

Data collection techniques use documentation, archival recordings, interviews, direct observation. The data analysis technique uses the data analysis technique model of Miles & Saldana (2014) which includes data collection, data condensation, data presentation and conclusions. In this research, data validity testing was carried out by source triangulation and method triangulation. Thus, the activities carried out by researchers are: 1) Comparing data from observations with data from interviews, 2) Comparing what people say in public with what they say in private, 3) Comparing a person's situation and perspective with various opinions and views of people such as people who are more highly educated or are experts in the field being researched.

DISCUSSION

The women in the Nglanggeran tourist village are women who work as housewives and take care of agriculture even though the conditions in the tourist village are increasingly crowded. This is because they are considered not to have the same abilities as men and are therefore not fit to work in tourist villages. Such conditions do not make women surrender to the situation they are experiencing. Some women try to motivate other women to form women's groups. They care about the abundant natural potential in the Nglanggeran tourist village, namely cocoa fruit. The cocoa fruit harvest is only sold raw and no one has ever tried processing it into various processed foods. Apart from that, the women also observed the condition of the tourist village which was increasingly busy but there were no souvenirs that tourists could enjoy. From the various opportunities that women can take advantage of, women have formed women's communities consisting of the brown house community, the spa house community, and the batik house community. In detail, the model of women's empowerment in the economic aspects of tourism through community-based education can be depicted in the following picture:

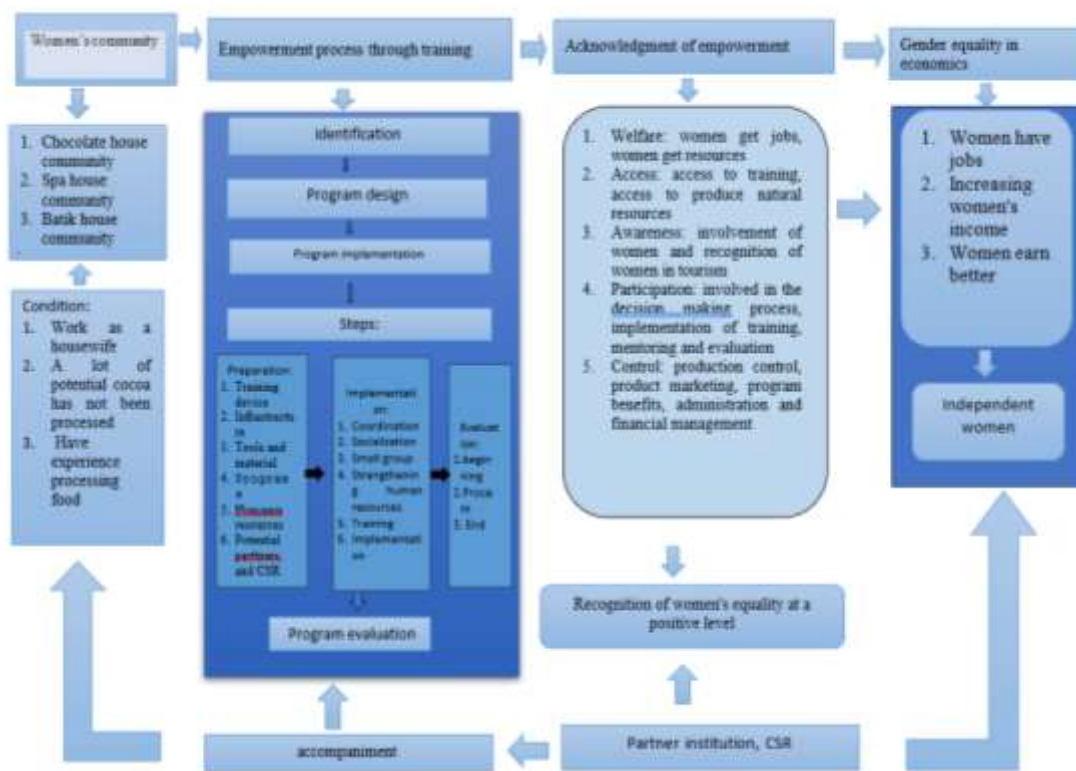


Figure 1. Model of Women's Empowerment in The Economic Aspects of The Tourism Field Through Community-Based Education

Figure 1 can explain that the process of empowering women through community-based education in the Nglangeran tourist village is carried out in the brown house community, the spa house community and the batik house community.

- a. Women who are members of the brown house community, spa community and batik house community actually have experience in processing snacks such as banana chips, experience in spa massage training and experience in taking part in training in making ecoprint batik. However, these experiences are not used by women to carry out business activities. The experience is only used for household needs so it is only enjoyed by the family. Tourism village managers pay attention to the conditions of women and have high motivation for women to be involved in managing tourist villages. In this way, women in the chocolate house community, spa house community and batik house community receive training to improve the quality of products from each house. The training was carried out in collaboration with Pokdarwis and partner institutions as well as CSR (Corporate Social Responsibility) from the bank as a form of women's empowerment.
- b. The process of empowering women in the brown house community, the spa community and the batik house community starts from the stages of program identification, design, implementation and evaluation. In detail, these stages are:
 - a) Identification stage, the aim of this stage is to find out the problems or conditions of women in communities in tourist villages, the needs of women in communities in tourist villages, and the potential that exists in tourist villages.
 - b) The next stage is to design the training program by determining the training implementation techniques. Training activities are designed to involve partners from each community.
 - c) The implementation stage is carrying out training according to a predetermined plan. Training for women at the chocolate house includes training in processing cocoa into chocolate, training in

making dodol, training in making bakpia, training in making chocolate powder. Training for women at batik houses is batik training. Training for women at the spa house includes spa training, training to make masks and training to make body scrubs from chocolate.

The steps in the training process include:

1. Preparation, at this preparation stage the researcher prepared:

Training tools that include:

- a. Training objectives

The aim of training in the chocolate house community is to provide women with skills in utilizing local potential to improve product quality, so that it has a high selling value. The aim of training in the spa home community is to provide skills to women in utilizing local potential to improve the quality of spa massage services and product quality. The aim of training in batik house communities is to provide women with skills in utilizing local potential to improve the quality of batik products. The local potential in this case is cocoa which is processed into various processed foods and goods.

- b. Training materials

The material provided in training activities includes motivation and mental attitude in developing the use of local potential in tourist villages. This material was given to all communities, namely the brown house community, the spa house community and the batik house community. The material is then adjusted to the needs of each house. The material presented in the training in the chocolate house community is how to process cocoa into chocolate powder, how to make chocolate drinks, how to make chocolate bars, how to make chocolate dodol, how to make chocolate bakpia, how to make chocolate banana chips, how to package products and how to market them. financial management. The material presented in the training at the griya spa community is how to give a spa massage, how to make body scrubs and masks from chocolate, how to package products, how to sell products and manage finances. The material presented in the training at the batik house community is how to make batik, how to make ecoprint, how to make jumputan batik, how to manage finances and how to market. All material presented is not in the form of written material, the material is presented in the form of direct practice so that participants do not have material documents.

- c. Method

The method used in training in the brown house community, spa community and batik house community uses the demonstration method, namely participants pay attention to the trainer and then follow the practice directly

- d. Media

The media used for training activities adapts to the needs of each community. Training media can be cameras, LCDs, laptops, cellphones, environmental media and their contents.

2. Preparing infrastructure

Infrastructure and facilities for implementing training in women's empowerment programs include: (a) training locations, namely locations that can be used for various training program activities; (2) availability of places to rest, such as places to eat and worship.

3. Prepare tools and materials

The tools and materials used in women's empowerment programs differ from each community. In the chocolate house community, the tools and materials used are equipment for making chocolate and cocoa pods. In the spa community, the tools and materials used are equipment for spa massage training and chocolate powder for making body scrubs and masks. In the batik house community, the tools and materials used are batik equipment and cloth for batik.

4. Prepare the program

At the stage of preparing the program, things that need to be considered are related to the target group. The target groups taking part in training in the brown house community, spa house community and batik house community are included in the adult category, so coordination of the time and place for implementation is needed. This is because most women are busy taking care of the household and taking care of agriculture.

5. Preparing human resources

The activities carried out in this stage are preparing resources, namely preparing resource persons or trainers as presenters in the training. Resource persons must have knowledge and expertise in their field so they are able to provide the experiences they have experienced. The next step is to prepare target groups who are already active in community activities in tourist villages, both in the fields of arts and culture, social economics, education, religion and so on in accordance with the conditions and potential in tourist villages. The target group is a local resource that is prepared to continue the empowerment program as agents of change in society, especially women in tourist villages.

6. Prepare potential partners

At this stage, what is prepared is to prepare potential partner institutions that match the training focus. Apart from that, partner institutions have a high commitment to providing training and assistance until the target group has a planned business.

d) Implementation

1. Coordination

Coordination activities are carried out to formulate activity plans through discussions with target groups. The target group in this case is tourist village women. Discussion activities were carried out in the form of a Focus Group Discussion (FGD) with the theme of utilizing local community potential.

2. Socialization

The next stage is socialization which aims to provide initial information to the target group regarding training activities that will be carried out according to the agreement of the target group. Socialization is carried out by program developers accompanied by tourism village managers to strengthen training objectives.

3. Form small groups

The next stage is to form small groups with the aim of making it easier to deliver various materials so that the resulting product will be optimal.

4. Strengthening Human resources capabilities (Managers and target groups)

Strengthening human resources begins with providing motivation. This is important to maintain cohesion and a sense of belonging for women to the community currently managed by them. Strong motivation can keep them focused on managing the women's community in the chocolate house, spa community and batik house community. Next is strengthening material for managers and target groups to increase their ability to develop the local potential of tourist villages.

5. Training

At this stage, what is carried out is the implementation of training for the target group by pre-determined resource persons. In this case, written material should be given to participants as study material after the training activity is completed. Implementation of training in collaboration with partner institutions and CSR to provide support both material and non-material.

6. Implementation

The final stage is implementation regarding products that have been produced in small groups. At this stage the target group and partners are given the opportunity to implement knowledge and skills in society. In this context, products that have been produced can be produced on a large scale with the aim of empowering local potential.

e) Evaluation

Evaluation activities are carried out in three stages, namely:

1. Initial evaluation of activities

This evaluation is carried out to determine the readiness of human resources, equipment and all components of the activity program that will be implemented. Some of the initial components prepared are: target group readiness, program equipment readiness, resource or partner readiness, and site readiness.

2. Evaluation of activity implementation

Evaluation at this stage is the active participation of the target group during FGD activities, socialization and implementation of training from program developers. The strengthening provided is able to make women enthusiastically involved and motivated to continue to utilize local potential as a special characteristic of tourism village potential.

3. Final evaluation of activities

Evaluation at this stage is to see the feasibility of the guidelines that have been implemented in large groups. In this research, the implementation of the guide in large groups was carried out because the results of this research were still at the level of the conceptual model of women's empowerment.

4. Evaluation stage

The final stage in the process of empowering women through community-based education is evaluation. Evaluation activities in the brown house community, spa house community and batik house community are carried out once a month and after tourist visits. The purpose of this evaluation is to mutually assess the performance of each member. Members of each community have different abilities, so members who are not yet skilled in processing products will be discussed together so that there is a solution. The evaluation carried out also aims to determine the amount of further production of goods or food if the stock of goods runs out.

5. Mentoring

Assistance is provided to maintain the quality of the products produced by participants after the activity is completed. Apart from that, mentoring aims to provide direction and input when the target group experiences problems in the production process. Maximum assistance can make the resulting product even better. With better products, the number of product sales will increase, thereby providing more profits to the community. This makes women's income in the community better and even more stable. Mentoring activities are not only carried out after the training is completed, but mentoring activities are also still carried out for women's groups in the brown house community, spa house community and batik house community. This is to maintain the quality of human resources from each community remains stable in terms of motivation to manage the business.

c. Outputs

The training process in empowering women by paying attention to the dimensions of women's needs starting from the identification, design, implementation and evaluation stages is able to provide better change. This is because women receive full attention to their needs, such as the need to strengthen human resource capacity, the need for a place to rest and assistance. Attention to the dimensions of women's needs in this case is in line

with Harvard theory that there is involvement and attention to women in every stage of training in the empowerment process.

Empowering women through community-based education by paying attention to the dimensions of women's needs can realize the recognition of women's empowerment so that gender equality can be realized. The forms of gender equality include welfare, access, awareness, participation and control [30]. In the welfare aspect, namely the involvement of women through forms of training from various partners so that female members have skills and can ultimately increase their income. In the aspect of access, there are opportunities for women to obtain capital and receive training through collaborative networks. At the awareness stage, women are involved in work in managing tourist villages so as to provide awareness to the community, especially men, that women have the ability to do the work done by men.

In the participation aspect, the process carried out involves all community members in every stage, starting from participation in decision making, participation in implementation, participation in program utilization and participation in evaluation. In the control aspect, the process carried out is to provide authority to control production, product marketing, program benefits, administration and financial management. This ability makes them independent of other parties. The recognition of women's empowerment through community-based education can be said to be at a positive level because of the involvement of women at every stage.

d. Outcomes

Empowering women through community-based education can have an economic impact on women. The impact of the process of empowering women through community-based education is: (a) women have jobs; (b) increasing women's income; and (c) women earn better income. In this way, women in the brown house community, spa community and batik house community become independent women because they are able to contribute to society and themselves.

CONCLUSION

The model of empowering women in the economic aspects of tourism through community-based education is carried out in the form of training for the brown house community, spa house community and batik house community. The training participants were determined to come from the local tourist village community, thereby providing opportunities for women to participate in the management of the tourist village. The empowerment process is supported by partners and CSR as well as tourism village managers so that the results of empowerment can provide meaningful benefits for the women's community. The stages in empowerment start from needs identification, program design, program implementation and program evaluation. Identification of needs is carried out by involving women to explore problems and determine solutions together. Program design is carried out by involving women to formulate plans for implementing the training program.

Program implementation is carried out in the form of training with the following steps: (a) preparation which includes: preparation of training equipment, preparation of infrastructure, preparation of tools and materials, preparation of programs, preparation of human resources, and preparation of potential partners and CSR; (b) implementation which includes: coordination, socialization, formation of small groups, strengthening human resources, training and implementation; (c) evaluation: initial stage evaluation, implementation evaluation and final program evaluation. The implementation of training cannot be separated from assistance from partner institutions and CSR to provide control and input when the women's community experiences various problems. The final stage in empowerment is program evaluation which is carried out once a month involving all community members. The result of empowerment is the recognition of women's equality at the level of welfare, access, awareness, participation and control in a positive form. The impact of recognizing women's equality in the economic field is that women get jobs, women have increased incomes and women have better incomes.

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