

EMPOWERMENT OF COMMUNITIES IN POVERTY ALLEVIATION THROUGH DEVELOPMENT OF DURING TOURISM POTENTIALS BY SPORTS AND TOURISM YOUTH SERVICES PARIGI MOUTONG DISTRICT

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Abstract— In an effort to reduce poverty, the right strategy is needed so that the problem of poverty can be minimized even if it can be eliminated in the lives of the people. The Parigi Moutong District Sports and Tourism (DISPORAPAR) Youth Office is one of the Regional Deice Organization (OPD) that is expected to be able to support these efforts. The community empowerment in developing the potential of marine tourism can be said as one of the solutions to reduce poverty. therefore, the purpose of this research is to describe and analyze role DISPORAPAR Parigi Moutong Regency in alleviating in poverty through development potential for marine tourism and the form of empowerment that has been carried out. The research uses a qualitative research method with a descriptive approach. The results of the research show that DISPORAPAR activities in Parigi Moutong Regency in poverty alleviation through the development of marine tourism potential around Tumpapa Beach tourist sites include the establishment of tourism awareness groups (POKDARWIS). Then the form of empowerment that has held right by DISPORAPAR Parigi district Moutong one of which is to provide training to the local community about the basic techniques and travel guides for guiding ethics local tourism. Training Culinary Tourism.

Index Terms— Empowerment, Poverty Alleviation, Tourism potential, and Tourism.

I. PRELIMINARY/ BACKGROUND

In developing tourism potential, regional governments are expected to be more creative in issuing policies related to the development of tourism potential in accordance with natural, cultural and other values in the area is also able to prosper the community. The regional government will certainly involve the public and the private sector in carrying out tourism development in the region and prioritize the welfare of the community as the main goal of developing tourism potential in accordance with what is contained in the Tourism Law. The government's step in involving the community in developing

tourism potential will certainly be faced with limited capabilities and expertise possessed by the community so that in the end the community empowerment program in the tourism sector is very important to be implemented.

Parigi Moutong is a Regency in Central Sulawesi Province that has a lot of tourism potential. In Government Regulation Number 50 of 2011 concerning the National Tourism Master Plan (RIPARNAS) 2010-2025, Parigi Moutong Regency is included in the National Tourism Destination (DPN) group. The Department of Youth, Sports, and Tourism (DISPORAPAR) as one of the agencies of the Regional Government of Parigi Moutong Regency is an implementing elements of the regional government having the task of developing the tourism sector. Through Disporapar Moutong Parigi District Government seeks to exploit the potential of tourism as an attempt to improve the welfare of the community and its efforts to eliminate poverty in the community. The amount of tourism potential that is owned makes the hope to realize the goal of eradicating poverty through the tourism sector becomes greater.

Apart from community empowerment efforts through the development of tourism potential that has been carried out by the Parigi Moutong Regency Government, the wealth of tourism potential that is owned is ironic because the level of poverty of the community around tourist sites is still common. Supposedly with the existence of tourism potential that is used as a tourism object can raise the welfare of the community, especially for people who live around the tourist sites. Poverty can be seen by the form of community houses still grounded and the level of income is still very low. It should be in the development of the use of resources and tourism potential that it can contribute to economic development and be able to help people out of the poverty trap because tourism is seen as a multidimensional activity of a series of development processes. Development of the tourism sector concerns social, economic

and political aspects (Spillane, 1994: 14). In line with this, the impact of tourism on the socio-economic conditions of local communities is grouped by Cohen (1984) into eight major groups, namely (1) the impact on foreign exchange earnings, (2) the impact on community income, (3) the impact on employment opportunities, (4) the impact on prices, (5) the impact on community distribution or profits, (6) the impact on ownership and control, (7) the impact on development in general and (8) the impact on government revenues.

In its development, poverty alleviation efforts carried out through the tourism sector still cannot show a prominent change, it is indicated by Parigi Moutong Regency still being the District with the poorest population compared to Districts and cities in Central Sulawesi Province. This is indicated by the condition of the poverty level in Parigi Moutong Regency which has a relatively high number.

II. CONCEPTUAL BASIS

A. Theoretical Basic Framework

Operationally, the focus and purpose of empowerment are focused on several indicators of empowerment so that a person can be empowered or not so that social empowerment programs can be concentrated on aspects of change (eg poverty) that need to be optimized. According to Suharto (2014:65-66) mentioned several indicators of empowerment, among others (1) Freedom of mobility, (2) Ability to buy small commodities, (3) ability to buy large commodities, (4) involved in decision making in the household, (5) relative freedom from family domination, (6) legal and political awareness, (7) involved in campaigns and delivery of aspirations; and (8) economic guarantees and contributions to families.

The implementation of the process and achieving the empowerment goals above can be achieved through the implementation of an empowerment approach that can be abbreviated as 5P, namely, Possibility, Strengthening, Protection, Supporting, and Maintenance (Suharto, 2014: 67) :

(a) Possible, namely creating an atmosphere that allows the potential of the community to develop optimally by freeing the community from cultural and structural barriers that hinder;

(b) Strengthening, which is to strengthen the ability and knowledge possessed by someone to solve problems and to be able to meet their needs. Empowerment must be able to foster the confidence and ability of the community that supports their independence;

(c) Protection, which is to protect the public, especially strong groups so as not to oppress the weak group, avoid unbalanced competition, and prevent over-exploitation by powerful groups against weak groups;

(d) Supporting, namely providing training (guidance) and support so that someone is able to carry out the roles and tasks of his life, and

(e) Maintenance, namely maintaining a conducive condition so that there is a balance of the distribution of permanent power between groups in society. Empowerment must be able to guarantee the occurrence of a balance that can

enable everyone to get the opportunity to try and develop themselves.

Community empowerment that is intended is the potential contained in human beings to realize their role as adaptive and transformative social beings who are able to manage themselves and live in a balanced and sustainable order in the tourism sector.

B. CONCEPTUAL BASIS

1) Poverty

Definition of poverty is extremely diverse, ranging from mere inability to meet basic consumption needs and to improve the situation, the lack of business opportunities to a broader understanding that would include social and moral aspects (Sholeh 2010). In the broadest sense, poverty is a multifaceted or multidimensional phenomenon (Hamudy 2008).

According to the National Development Planning Agency (1993) explained that poverty is a situation of inadequacy that occurs not because it is desired by the poor, but cannot be avoided by the power that is on it. Chambers in Nasikun (2001) said that poverty is an integrated concept that has five dimensions, namely:

- Poverty (poverty)
- Powerlessness (powerless)
- Vulnerability facing an emergency situation (state of emergency)
- Dependence (dependence)
- Alienation (isolation)

According to Chambers in Nasikun (2001), poverty can be divided into four forms, namely:

a) Absolute poverty:

If the income is below the poverty line or not enough to meet the minimum living needs or basic needs including food, clothing, shelter, health, and education needed to be able to live and work.

b) Relative poverty:

Poor conditions because of the influence of development policies that have not reached all the people, causing inequality in income or it can be said that the person actually lives above the poverty line but is still below the ability of the surrounding community.

c) Cultural poverty:

It refers to the problem of the attitude of a person or group of people caused by cultural factors, such as not trying to improve the level of life, laziness, wastefulness, not being creative even though there is assistance from outside parties.

d) Structural poverty:

A poor situation caused by low access to resources that occurs in a socio-cultural and socio-political system that does not support the liberation of poverty.

The problem of poverty that occurs in communities in Parigi Moutong Regency can generally be said to be complex when referring to the form of poverty proposed by Chambers in

Nasikun (2001). The problem of poverty is also experienced by people who live around the location of tourism, especially in the location of marine tourism. In fulfilling their daily needs, they mostly do work as farmers, fishermen and unskilled laborers. If the community is more empowered in the tourism sector, it is felt that it will greatly help improve the economy in order to fulfill life's needs.

2) *Tourism Development and Development*

Tourism development is part of the direction of long-term economic development, namely by continuing to develop and improve the global competitiveness of the economy which relies on increasing productivity and innovation, managed sustainably through continuous improvement in human resource capabilities, mastery, and application of technology and economic stability and provision of physical and economic infrastructure. All of them are directed towards the realization of competitive advantage based on comparative advantage, as a maritime and agrarian state adapted to the competency and superiority of each region, in the agricultural sector in the broad sense, mining, tourism, industrial sectors, and services. (Sedarmayanti, 2014: 17).

Multisectoral and multidimensional tourism development will implicitly support the economic objectives, namely the realization of economic conditions supported by real sector activities that are competitive, resilient and equitable. To realize medium-term economic development goals, the direction of development policy develops a highly competitive economy and be resilient through the acceleration of the revival of the real sector with the drivers of the industrial sector and the realization of resilient food security. While the national development program will be realized by tourism, one of which is to spur the revival of the real sector. In the development program, the industrial structure will be strengthened which is focused on industries that have the potential to generate foreign exchange quickly, have a large multiplier effect, absorb a large number of workers (Sedarmayanti, 2014: 17).

Tourism in today's global era should be described as a vehicle for:

1. Improve the quality of relations between people, so that there is a better mutual understanding, mutual respect, strengthen friendship, and enhance social solidarity on the basis of equality and justice.
 2. Improve the quality of life of the community, especially the residents of the place, in the form of increasing welfare, economy/material, spiritual, cultural and intellectual.
 3. Improve environmental quality: physical/natural environment, cultural environment (Sedarmayanti, 2014: 14).
- In line with these perceptions, tourism development must be based on criteria :

- Based on the results of deliberations and consensus among all stakeholders (government, private sector, and community).
- Giving benefits to the people, material, spiritual, cultural and intellectual benefits.

- Based on environmental and ecological principles healthy, sensitive to or not in conflict with the social, cultural and religious traditions adopted by the local population and not placing the local population in a position that can degrade their dignity as humans.
- It should be controlled so that it does not exceed the threshold of carrying capacity of the environment and becomes an obstacle to improving the quality of healthy human relations based on justice and equality (Sedarmayanti, 2014: 14-15)

III. RESEARCH METHOD

A. *Method and Approach*

In this study, the authors used a qualitative method with a descriptive approach, namely an approach by collecting data in the form of words, images, and so on that came from interview texts, notes on field observations, photographs and documents. This study will be conducted in a structured and deep against Role of Youth, Sport and Tourism (Disporapar) Parigi district Moutong in community development programs through the development of marine tourism. According to Moleong (2013,11-12) that qualitative research is an option because of several considerations. First, adjusting qualitative methods is easier when dealing with multiple realities. Second, this method presents directly the nature of the relationship between researchers and respondents. Third, this method is more sensitive and more adaptable to a lot of sharpening the shared influence on the patterns of value faced.

B. *Research focus*

The focus in this research refers to:

1) *The role of the Department of Youth Sports and Tourism in alleviating poverty through the development of maritime tourism potential seen from the Main Tasks and functions carried out by the Parigi Moutong District Youth and Sports Service in developing marine tourism potential with indicators of the Government's role as stabilizers, in ovators, modernists, pioneers, and implementers own specific development activities. The tools used are Observation, Interview, Secondary Data.*

2) *The form of community empowerment carried out by the Parigi Moutong District Sports and Tourism Office is seen from the activities and stages in community empowerment through the development of marine tourism potential.*

Indicator:

- Activities:
 - 1) Tourism Promotion
 - 2) Formation of Tourism Awareness Groups
- Stages:
 - 1) Awareness
 - 2) Capacity building
 - 3) Enrichment

The tool used is an interview with Secondary Data

C. Research sites

The study entitled "Empowerment Of Communities In Poverty Alleviation Through Development Of During Tourism Potentials By Sports And Tourism Youth Services Parigi Moutong District" This took place research at the Department of Youth, Sport, and Tourism (Disporapar) Parigi Moutong district based on reasoning specific as follows :

- a) Disporapar as a regional government agency that supports the vision and mission of the Regional Head of Parigi Moutong Regency to develop the tourism sector as a source of local revenue (PAD). The tourism industry sector is able to improve the regional economy also able to support poverty alleviation and prosperity through the development of the tourism industry.
- b) Community development program activities undertaken by the tourism sector assessed Disporapar can help people to become more competent in tourism activities.

Then for the implementation or implementation of community empowerment programs through the development of marine tourism by Disporapar Parigi Moutong Regency, the study site was carried out in Malakosa Village, Balinggi District Parigi Moutong Regency, Central Sulawesi Province. Precisely in the community around the location of marine tourism Tumpapa Beach, because the tourist area is the most desirable location for tourists and has carried out a marine tourism development program. So the location is considered appropriate for the focus of this research, and later it can be used as a pilot for other tourist areas in Parigi Moutong.

D. Informant Selection Technique

The informant selection technique in this study used a purposive method. The selection of informants will be done by directly selecting informants who are categorized as capable of providing information or directly involved in it or in other words, informant is the actor in the problem to be studied. Informants consist of several elements that have been divided into four groups, namely the government, the community, community leaders and the private sector. In this research the researcher determines the informant with the criteria:

1) *Informants are people who handle community empowerment programs in the tourism sector so that they are able to explain the phenomena studied clearly, carefully and relevant to the research.*

2) *Willing to be the subject of research.*

With these criteria, the authors determine the information as follows :

a) *Key informants (key informants) Parigi Moutong Regency Youth and Sports Service Office.*

In this case, the people who made the key informants were the Head of the Youth and Sports Agency (Disporapar) of Parigi Moutong Regency and the Head of the tourism sector.

b) *Supporting informant*

People who become supporting informants in this study are :

- The village head of Malakosa as the village government where the Tumpapa marine tourism location is located.
- Tourism Awareness Group (POKDARWIS) as an extension of the government in tourist areas.
- Communities around tourist sites are the recipients of the impact of developing the potential of marine tourism as well as my training in tourism activities in that location.

IV. DISCUSSION

1. The Role of Parigi Moutong District Youth and Sports Services in Poverty Reduction through the Development of Marine Tourism Potential development carried out by the Regional Government refers to applicable rules and regulations Act No. 23the Year 2014 on Local Government explained that each of the potentials of the area is managed by the local government itself. With an intent delegation of authority to the regional organization (OPD) or Regional Work Units (SKPD) are still related to the potential they manage.

Then the rules regarding autonomy on the area if it is associated with the construction and tourism development, reinforced by the presence of Law Number 10 of 2009 on tourism. In the Law, it was explained about the management of tourism potential involving several actors including the local government, investors/private sector, and the community. This means that in the management of tourism development the government is also working with investors and citizens, both in terms of technical and operational readiness preparation until the interwoven pattern of cooperation that lead to one goal, namely to align vision and mission of the regents or leadership of an area.

The role of the Disporapar of Moutong Regency is :

- A. The form of the Tourism Awareness Group (Pokdarwis) in Malakosa Village, whose members are local village people. Then after forming, Moutong Parigi District Government through the District Disporapar Moutong and services/ other relevant government agencies provide guidance in the form of training and workshops. One example is a workshop on capacity building of tourism conscious groups in Parigi Moutong District in 2015, Role and Community Participation/Pokdarwis in the 2015 Sail Tomini Implementation. In this case, the community plays an active role in the following 2 things :

1) *The community is aware of its role and responsibility as a good host for guests or tourists visiting to create a conducive environment and atmosphere as stated in the slogan Sapta Pesona.*

2) *The community is more aware of the importance of tourism, especially in terms of the economy in order to increase their income in meeting the needs and fostering a sense of love for natural beauty. The existence of Pokdarwis in*

the context of developing tourism destinations has acted as one of the "driving elements" in contributing to the creation of a conducive environment and atmosphere at the local level in the region, which collectively will have a positive impact on the development of tourism destinations in a wider regional context.

B. Facilitating Pokdarwis participating in the District and Provincial Pokdarwis competitions. The purpose of the Pokdarwis competition is one of the strategic steps in preparing the community to have more capacity and independence and to play an active role in supporting the successful development of tourism at the local level, regional and national.

C. Community training around tourism on basic techniques and ethics of guides for local tour guides.

D. Training of communities around the Tourism Village in the culinary field

E. The Regional Government of Parigi Moutong Regency holds training on website creation, participants are OPD or SKPD Parigi Moutong including Disporapar of Parigi Moutong Regency. This training provides knowledge about creating websites and their applications, so it is very useful to support the promotion of tourism destinations and other online advertisements.

F. Regents and Disporapar of Parigi Moutong Regency respectively and jointly held workshops on tourism potential owned by Parigi Moutong Regency and development and preservation of the community and parties related to Tourism Village.

G. Taking implementation at the research location, namely in the Tumpapa Beach Marine Tourism area, Balinggi District, Parigi Moutong Regency, Central Sulawesi. The Regional Government of Parigi Moutong Regency provides assistance to Malakosa Village from the Regency Government to develop Tumpapa Beach marine tourism in the form of :

1) Procurement Culinary point in the Tourism place Tumpapa beach with the aim to allow communities to introduce distinctive culinary area.

2) Hold workshops to stimulate the community to be more creative in order to be more competitive in developing the tourism sector, especially marine tourism.

2. Community Empowerment Implemented by the Parigi Moutong District Sports and Tourism Office in Poverty Reduction through the Development of Tourism Potential

The form of community empowerment through the development of its main potential in marine tourism carried out by the Disporapar of Parigi Moutong Regency in Malakosa Village, Balinggi District, Parigi Moutong District, Central Sulawesi, including :

a) Formation, Coaching, Monitoring, and Evaluation Tourism Awareness Group (Pokdarwis)

b) Travel around the community training on basic techniques and ethics guides for a local tour guide, Culinary training, as well as other training on Marine tourism

An example of Disporapar training by inviting speakers to the surrounding communities (pokdarwis, Karang Taruna, and tourist village communities) is a tour guide training for local tour guides. Presented in the basic technical training and guide ethics for local tour guides in order to welcome the era of globalization, namely:

- A region can be developed into a tourist destination if it has several potential tourist attractions namely natural tourist attraction (landscape and distinctive natural forms, beaches, marine resources, flora and fauna, forests, and national parks or conservation areas); cultural tourist attractions (archaeological and historical sites, traditional traditions of the people, arts and crafts, museums and cultural facilities, cultural festivals); and special tourist attraction data (amusement and recreation parks, shopping and facilities areas, special events, recreation and sports areas).
- Shifting Trends, a report released by the United Nations World Tourism Organization (UNWTO, 2008) mentions a shift in tourist interest in tourism activities: Buying Products (Famous, Price, Prestige) and Buying Experience (Rewarding, Enriching, Adventure, Learning). current tourism where tourists demand a process: respect for tourist objects and attractions, enrichment of knowledge and ability of tourists to activities that are followed, involve tourists in adventure activities, is a learning process for an activity.
- Definition of Guide, According to the World Federation of Tour Guide Association, TOURIST GUIDE; a person who guides visitors in the language of choice Reviews their late interprets the cultural and natural heritage of an area of the which person normally possesses an area-specific qualification usually issued and/or Recognized by the Appropriate authority. According to Mancini (2001: 4) "tour guide is someone who takes people on sightseeing excursions of limited duration". Prof. E Amato from the ILO, Guiding Technique stated: "The Tour Guide is a person employed either by the travelers, a travel agency or any other tourist organization, information, direct advice, and information, direct and advice the tourists before and during their short visits. "Guides are people who are in charge of providing guidance, information, and guidance about attractions or tourist destinations". The job of guiding tourists invites the impression: A luxury job, this profession requires language skills, Interacts with tourists, Has extensive knowledge, Flexible, Full of understanding and

maturity of thinking, Health is prime/physical/physical strength.

- Explanation of the role of tour guides, namely as ambassadors of nations or ambassadors, salespeople, the mand behind the gun, professors.
- The role of guides in tourism, is: The decline of the tourism industry will at least depend on guides in a broad sense. Guides as living elements in this industry are "representative" faces that also determine "Direct publicity" efforts for "tourist commodities" which are sold, precisely into the market, which is also directly the tourists.
- Explain the duties and obligations of tour guides.
- Material that must be mastered, a code of ethics, and taboos for guides.
- Requirements for guides, guide associations, and preparation and guiding techniques, services to be carried out, tour equipment or tools, tour guides' personalities.
- As well as forming yourself into a professional tour guide.

c) Provision of supporting facilities from the Parigi Moutong Regency Government

Assistance from the district government is in the village of Parigi Moutong Malakosa, especially nautical tourism Tumpapa Coast to support the development of tourism, including :

- Procurement of Culinary Stalls in Malakosa Village Tourism, with the aim of realizing Village tourism in Malakosa and the creation of new employment opportunities

Operationally, the focus and purpose of empowerment are focused on several indicators of empowerment so that a person can be empowered or not, so that social empowerment programs can be concentrated on aspects of change (eg poverty) that need to be optimized.

Process implementation in achieving the above empowerment goals when analyzed with the concept of empowerment with a 5P approach, namely, Possibility, Strengthening, Protection, Supporting, and Maintenance (Suharto, 2014:67). Taking studies on community empowerment in poverty alleviation through development of marine tourism by Disporapar Parigi Moutong Regency with research locations in the Disporapar and Tumpapa Beach agencies Malakosa Village, Balinggi District, Parigi Moutong Regency. That the empowerment carried out by DISPORAPAR can be analyzed as follows, stages :

1) *Possible, namely creating an atmosphere that allows the potential of the community to develop optimally by freeing the community from cultural and structural barriers that hinder;*

For the possible stage with the definition as above, this has been done by the Disporapar of Parigi Moutong Regency. The possibility of Disporapar starting from material support, namely with the help of the development of tourism facilities (facilities and infrastructure), the formation of professional

tourism human resources along with the provision of coaching or training.

Head of Tourism Ahlan said :

1. Factors supporting the development of tourist sites, appreciation from the community at the Development Planning Deliberations (Musrenbang)

2. Inhibiting factors, the lack of local budgets so the implication is not optimal, community participation is still less against the hygiene and cattle still roam tourist sites. (Interview, 2017).

Disporapar has attempted to free the public from obstructing cultural and structural barriers. Obstacles such as the one delivered first are the lack of regional budgets, this is likely because tourism to date has not been a top priority for revenues and expenditures from the APBD. Many things can be done to overcome this, starting from communication and asking for help from tourism development support from the private sector.

2) *Strengthening, which is to strengthen the ability and knowledge possessed by someone to solve problems and to be able to meet their needs. Empowerment must be able to foster the confidence and ability of the community that supports their independence. Strengthening has also been carried out by Disporapar as a village Pokdarwis coach and as a facilitator in tourism. Some direct guidance in the form of training, workshops have been conducted to strengthen the ability of rural tourism communities.*

3) *Protection, which protects the community, especially strong groups so as not to oppress the weak group, avoid unbalanced competition, and prevent over-exploitation by powerful groups against weak groups. For this matter, it is not too visible, because there have been no problems or conflicts regarding groups that are stronger and weaker. There is also no precautionary measure.*

4) *Supporting, namely providing training (guidance) and support so that someone is able to carry out the roles and tasks of his life . Similar to the stage of strengthening this matter has been done by Disporapar, one of the real manifestations is the establishment of Pokdarwis and direct training in the form of training and workshops so that they are effective in carrying out their main tasks and functions, namely to move the community to be aware of tourism and charm to develop tourism potential.*

5) *Maintenance, namely maintaining a conducive condition so that there is a balance of the distribution of permanent power between groups in society. Empowerment must be able to guarantee the occurrence of a balance that can enable everyone to get the opportunity to try and develop themselves. Maintenance has also been carried out by the Disporapar Parigi Moutong Regency through Pokdarwis which is formed in each tourist village. Maintenance includes programs that must be owned by Pokdarwis, besides they must know the tourism potential in their area. They must know the supporting factors, the inhibiting factors and even include their tourism*

maintenance program. The charming charm which is their main task includes the element of maintenance.

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