

## ABSTRAK

Penelitian ini bertujuan: 1) menghasilkan model pengembangan pariwisata berbasis masyarakat (*Community Based Tourism*); 2) mengetahui hambatan dalam implementasi model pengembangan CBT; dan 3) mendiseminasikan model pengembangan pariwisata berbasis masyarakat (*Community Based Tourism*) sebagai strategi pemberdayaan ekonomi masyarakat kepada pemangku kepentingan sektor pariwisata di Kabupaten Kulon Progo.

Metode penelitian yang digunakan dalam penulisan artikel ini adalah metode deskriptif kualitatif dengan desain Research and Development (R and D) dari Borg dan Gall (1998). Informan dalam penelitian adalah Kepala dan pejabat Dinas Kebudayaan Pariwisata Pemuda dan Olahraga, Dewan Perwakilan Rakyat Daerah, Dinas Pendapatan Pengelolaan Keuangan dan Asset; Bappeda Bidang Ekonomi; Dinas perindustrian, Perdagangan, dan Energi Sumber Daya Mineral Kabupaten Kulon Progo, Pokdarwis, pengelola desa wisata di Kabupaten Kulon Progo dan para pakar dalam bidang kepariwisataan seperti Pusat Pariwisata UGM dan Yayasan Stupa Indonesia. Teknik pengumpulan data menggunakan wawancara, observasi, dokumentasi dan *Focus Group Discussion* (FGD). Teknik analisis data menggunakan analisis interaktif Miles dan Huberman.

Hasil Penelitian menunjukkan bahwa peneliti telah menghasilkan model CBT dengan menggunakan strategi to see, to do, to share, to empower dan to sustain. Hambatan yang dihadapi oleh pengelola dalam implementasi CBT yaitu: (1) sumber dana yang tidak mencukupi, (2) kurangnya jumlah sumber daya manusia di bidang pengembangan pariwisata, (3) kesiapan masyarakat dalam menyikapi pentingnya pengembangan pariwisata; (4) dukungan dari pihak swasta atau pengusaha wisata juga masih minim, kurangnya investor yang mau untuk turut mengembangkan potensi CBT. Diseminasi Model Pengembangan CBT dilakukan melalui: (1) Pendampingan penerapan Model CBT ke semua desa wisata yang ada di Kabupaten Kulon Progo, (2) Pemaparan hasil implementasi model pengembangan CBT sebagai strategi pemberdayaan ekonomi masyarakat dengan mengundang *stakeholders*: implementor model, pemerintah dan DPRD Kabupaten Kulon Progo, (3) artikel pada seminar internasional ICONPO V dan IAPA, serta artikel pada jurnal Natapraja.

Kata Kunci: CBT, Pemberdayaan masyarakat, strategi

## ABSTRACT

This research aims to create a model of community-based tourism development (Community Based Tourism); 2) determine the obstacles in the implementation of CBT development model; and 3) disseminate models of community-based tourism development (Community Based Tourism) as a strategy for economic empowerment to the stakeholders of the tourism sector in Kulon Progo.

The research method used in this study is descriptive qualitative design with Research and Development (R and D) from Borg and Gall (1998). Informants in the study are the head and officials of the Department of Tourism Culture Youth and Sports, the Regional Representatives Council, the Department of Finance and Asset Management Revenue; Bappeda Economic Affairs; Department of Industry, Trade, and Energy and Mineral Resources Kulon Progo, conscious tourist groups (Pokdarwis), manager of a tourist village in Kulon Progo and experts in the field of tourism, such as Tourism Center UGM and Indonesian Stupa Foundation. The technique of collecting data were using interviews, observation, documentation and Focus Group Discussion (FGD). Data were analyzed using interactive analysis of Miles and Huberman.

Research results show that researchers have produced models of CBT using strategies to see, to do, to share, to empower and to sustain. Barriers faced by managers in the implementation of CBT, namely: (1) the source of insufficient funds, (2) the shortage of human resources in the field of tourism development, (3) community readiness in addressing the importance of tourism development; (4) the support of the private sector or tourism entrepreneurs is still minimal, lack of investors willing to participate in developing the potential of CBT. Dissemination of Model Development of CBT through: (1) Mentoring application of the Model CBT to all tourist villages in Kulon Progo, (2) exposure of the results of the implementation of the development model of CBT as a strategy for economic empowerment by inviting stakeholders: implementors of models, government and District Kulon Progo, (3) articles in international seminar ICONPO V and IAPA, as well as articles in Natapraja journal.

Keywords: CBT, empowerment, strategies