

COMMUNITY READINESS IN THE DEVELOPMENT OF COMMUNITY-BASED NATURAL TOURISM VILLAGE IN NGESTIREJO GUNUNGKIDUL

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ABSTRACT

Tourism development can encourage community economic growth, especially in the Ngestirejo tourist village community. In its development can not be separated from the involvement of the surrounding community, local governments and private parties or companies. Various parties have supported the development of this tourist village, namely the Ngestirejo community, the Pordasi Organization (All-Indonesian Horse Sports Association) Special Region of Yogyakarta, and the local government of Gunungkidul Regency. This tourist village already has a tourism awareness group (Pokdarwis) named Asma Dewi as a forum for managing tourist villages. However, the community does not yet have much knowledge regarding the management of a tourist village to become a nature-based tourism village. Therefore, the purpose of this study is to describe the readiness of the community in the development of community-based nature tourism villages. This research is an exploratory case study with the sample selected using purposive sampling method. Data were collected through in-depth interviews, observation, and documentation. This study uses the analytical steps of the Analysis Interactive Model from Miles and Huberman, which divides the steps in data analysis activities into several parts, namely: data collection (data collection), data reduction (data reduction), data presentation (data display), and drawing conclusions or verification (conclusions). The results showed that there was readiness that emerged from the Pokdarwis group, namely physically and non-physically, and there was community readiness in managing nature-based tourism in the tourist village of Ngestirejo. The output target of this research is articles submitted to international journals, namely the World Journal of Educational Technology (WJET) Q3.

Kata Kunci: *community readiness, development, tourist village*