

PARTNERSHIP MODEL OF THE VILLAGE AUTHORITY IN DEVELOPING TOURISM SECTOR IN CONTO VILLAGE, BULUKERTO SUB-DISTRICT, WONOGIRI REGENCY

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ABSTRACT

The authority of Conto Village strives to develop the existing natural potentials by collaborating with investors, the community, and all associated actors. The purpose of this study is to describe the village partnership model taken by the authority in developing the village tourism, especially Conto village of tourism, Bulukerto Sub-District, Wonogiri Regency. The method applied in this study is a descriptive qualitative method with a purposive sampling technique. The instruments used are in-depth interviews and documentation by conducting interactive analysis. The Conto village authority and investors become the main actors in developing Goa Resi tourism with a profit-sharing arrangement model, whereas Pokdarwis and *Mbah* Sadiman are actors in developing Bukit Gendol tourism with a management contract cooperation model. In the other side, Soko Langit is managed privately, however in its development having a verbal profit-sharing arrangement with Pokdarwis. Banteng Vegetable Garden is managed by the owner of the garden and Pokdarwis through a profit-sharing arrangement, meanwhile the Coffee House is managed by BUMDes as well as the community, and developed by Pokdarwis with a management contract collaboration model. With the good cooperative activities from the youth and the farmers in Conto village, it will support the development of the natural potentials that expected to become the tourist attractions. In conclusion, the involvement of several actors is highly essential in conducting a cooperative partnership. Actors are the main key in cooperative relationships, thus in achieving a goal, each party shall collaborate to realize it.

Keywords: *Partnership, Actors, Tourism*

INTRODUCTION

Tourism sector, which currently becomes the driving sector of the country's economy, definitely holds a role and related strategy among the tourism supporting commodities such as transportation services, entertainment, accommodation, restaurants, and so on. This makes tourism sector as one booster in the national development. According to Paramarta et al. (2009) in law number 10 of 2009 concerning on Tourism, it is stated that tourism is an integral part of national development performed in a systematic, integrated, planned, sustainable and responsible manner by consistently protecting the religious values, cultures, environmental sustainability, and the existence of tourist attraction as well as the national interests supported by legal firmness and the government consistency in the commitment to maintain the

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authenticity and security of the tourist attraction according to the Tourism Law article 27. The purpose of tourism is a development to increase the equal distribution of business opportunities, and utilize the natural as well as the human resources to escalate the economic income and be able to face the challenges of local and national life changes. According to Suwanto (2009) in Syah (2017), tourism with a high potential of development is the cultural tourism, ecotourism, marine tourism, adventure tourism, agro-tourism, village tourism, gastronomy (culinary tourism), and the spiritual tourism.

According to the Regulation of the Minister of Home Affairs No. 30 of 2006 concerning on the procedures in handing over a Regency or City governmental affairs to the village, it is stated that the village has the authority to manage all village affairs including tourism. This is strengthened by the Law No. 06 of 2014 containing the village authority in managing and administering all its affairs based on the territorial boundaries recognized by the system of the Indonesian government. Both laws embark an initial step and provide an opportunity for the village authority to develop a local village tourism. Village tourism, according to the Regulation of the Ministry of Culture and Tourism number 18 of 2011, is a form of integration between accommodation, attractions, and supporting facilities presented in a structure of community life and blended with the procedures and traditions implemented in a village. In developing tourism of a village, it is required a partnership between the village authority and a third party. The partnership is said to be the relationship occurred between the government/ authority, the tourism sector, and the community to achieve a common goal. In this study, the writers discuss about the partnership model taken by the village authority in developing the village tourism. A model is defined as one representation of an object or idea in a simplified form of a natural condition or phenomenon. The model contains information about a phenomenon created to study the actual system phenomenon. Model can be an imitation of an object, system, or real event containing information considered as important to be studied (Cayaray, 2014).

Conto Village is a village located in Bulukerto Sub-District, Wonogiri Regency. Conto village has a potential in natural tourism that needs to be developed. In its development, the tourism potentials are arranged into one unity as a tour package. The tour package includes several destinations including Goa Resi, Gendol Hill, Soko Langit, Banteng Vegetable Garden, and Coffee House. Those are tours based on natural beauty and sciences. In developing the village tourism, the local authority cannot proceed by their own, thus they collaborate with third parties to develop the tourist attractions into Conto village tourism package. Conto, the village of tourism, also has a destination branding as "Cinta Conto" which defines the proud and prosperous characteristics of its community in developing and processing the existing natural wealth as a tourist attraction.

Several phenomena are obtained by the researchers through observation. The first is that Conto village of tourism is ranked second (2) as the Best Tourism Village in Central Java. Conto also won several titles from various competition categories, including first place in the tourism village profile category and second place in the category of art attractions. According to the Head of the Youth, Sports, and Tourism Department (Disporapar) Central Java, Sinoeng N. Rachmadi, the Village Title award is a form of appreciation given to the tourism villages and also shown as the efforts of the Central Java Provincial Government to promote its regional tourism villages. Conto Village is a village of tourism pioneered in 2016. Then in 2017, the village received its official decree and followed by the regional decree from the Regent of

Wonogiri in 2019 (Imam Yuda Saputra, 2021). The second phenomenon is that Conto village has successfully included into the top three hundred (300) of Tourism Village Awards from the Ministry of Tourism and Creative Economy (Yogi, 2021). Moreover, one thing interesting about Conto village is that it has a destination branding "Cinta Conto", defining the proud and prosperous characteristics of the Conto village community in developing and processing the existing natural wealth into a tourist attraction. Furthermore, the destination branding is created to increase the number of domestic tourists visiting Conto village. Through the development of local tourism, it certainly bring benefits toward the economic growth of the surrounding community, eventhough in the implementation, it causes many challenges that must be passed by the tourism village. As commonly known, the two-year Covid-19 pandemic occurred in Indonesia has brought a great impact toward all living sectors, including tourism. One obstacle faced by the rural communities includes the declining of community participation due to the delay in development during the Covid-19 pandemic. Before the Covid-19 pandemic, visitors could enjoy the live-in tour packages at the residents' homes for several days, by learning local knowledge, cultures and also enjoying the natural scenery. However during the Covid-19 pandemic, there were no visitors, leading to a decrease in the community participation. Various motivations and support from the village authority are needed to increase the community awareness to re-participate. Furthermore, Pokdarwis shall perform an intensive marketing to attract visitors to come and join the live-in tour. These efforts are currently underway. Aside from this, another obstacle found is regarding the lack of innovations to increase the local tourism during the pandemic due to the poor coordination between the village authority, Pokdarwis, and the community itself. Hence in this case, participation and support from the community as well as the availability of sustainable funds from the village authority are needed to provide all the best based on abilities such as participating in maintaining the security, sustainability, and the beauty of environment, as well as installing awareness on the visitors and tourists regarding the importance of developing a tourism village.

Based on the issues above, the writers are interested to make it into a study entitled "PARTNERSHIP MODEL OF THE VILLAGE AUTHORITY IN DEVELOPING TOURISM SECTOR IN CONTO VILLAGE, BULUKERTO SUB-DISTRICT, WONOGIRI REGENCY". In developing natural tourism, a cooperation between all parties is highly necessary. Therefore, this study is important for other governmental organizations to create their foothold or comparison for the future, especially in terms of partnership models in developing tourism villages and encourage community participation, thus making them aware on the availability of the natural potentials. This study focuses on the partnership model of the village authority in developing tourism villages, including the partnership with other parties.

LITERATURE REVIEW

Partnership

Partnership according to (Kadek et al., 2017) is defined as a relationship occurred between the government, the private sector and the community in order to achieve a common goal. Partnerships build important relationships between all levels of government and civil society to improve the Indonesian governance in a sustainable manner. Furthermore according to (Sulistiani, 2017), a partnership is a partner, a form of cooperation between two or more parties establishing a bond based on an agreement and a sense of mutual need in order to increase

capacity and capability in a particular business field or a particular goal, thus gaining a better result.

Partnership refers to a committed relationship between the authority, the private sector, and the society to achieve a shared goal. In the concept of partnership according to Adisasmita (2010), there are requirements and basis in conducting a partnership, such as the principle of mutual benefit (win-win solution) referring to the right of each party to obtain mutual benefits through the established partnership. Furthermore, three keys need to be understood by each partnering party in building a partnership. The first one is the principle of Equality, referring to the equal position of all parties in the partnership. The second one is the principle of openness, realizing the shortcomings or weaknesses of each party and the various resources they have. All of those items shall be known by each other. Openness is implemented from the beginning of the partnership until the end of the activities. This mutual openness will lead to the mutual complementarity and mutual assistance between groups (partners). The last one is the principle of mutual benefit. The individuals, organizations, or institutions involved in the partnership gain benefit from the established partnership following their respective contributions. Activities or work will be efficient and effective as it accomplished together. Adisasmita (2010) also proposes some forms of authorized partnership, as the following:

1. Build, Operate, Transfer, or BOT

In this form of cooperative contract, the private sector takes over the development activities including the project operation and the maintenance process. The project is operated by the private sector for a certain period of time following the contract agreement. After the agreed period ends, the private party must submit all project's asset and facilities to the relevant Regional Owned Enterprises (BUMD).

2. Build and Transfer

In this form of contract, the private sector carries out the development and the financing of a project within a certain period, as agreed in the contract agreement. After the project is completed, the private party submits the project to the Central Government or the Regional Government as stipulated in the contract agreement. The local government is required to pay the operator for the amount of the investment spent on the project, plus a reasonable return on the established investment.

3. Build, Own, Operate

In this form of contract, the private sector is handed with the authority to build, operate, and maintain the project infrastructure facilities, and in return, the organizers is given the authority to get a return on investment, as well as the operational and maintenance costs by collecting fees from the users of the infrastructure facilities.

4. Build, Own, Lease

In this form, the private sector carries out the development of the local government land. The private sector directly provides the project as a grant to the local government. Then, the private sector gains the option to lease the commercial building.

5. Management Contract

In this form of partnership, the government transfers all operational and maintenance activities of a particular sector to the private.

6. Service Contract

In this form of partnership, the government submits particular service activities to the private sector, while the private sector must provide certain services to the government.

7. Profit Sharing Arrangement

This form of partnership is almost the same as the Management Contract partnership. However in profit sharing, apart from obtaining income from the services provided, the private sector is also entitled to receive a certain share from the obtained profits.

8. Leasing

In this form, the government leases certain facilities to the private sector. Different to the Management Contract, this type of agreement makes the private sector obligated to bear the commercial risks of the performed activities.

9. Concession

In this form, the government permits the private sector to carry out a certain exploitation activity by bearing the commercial risks that may arise, while the private party is burdened with the obligation to pay a levy to the government.

According to Manganang (2013), Butler and Waldroop suggest several dimensions of working relationship as follows:

1. Influence

They are the professionals, enjoying their work as well as developing and expanding their area of influence. They favor persuasion, negotiation, and holding onto important information and ideas. They are the typical for policy/decision-making negotiators.

2. Interpersonal facilities

They are the people who enjoy the interpersonal aspects of work situations. They are intuitively focused on the experiences of others and capable to work behind the scenes. By this way, they make their co-workers committed and bound to work on the project smoothly. This is typical for HR managers.

3. Relationship creativity

They are the people who possess a good ability in building relationships with groups of people through visual and verbal representations. They are the typical for marketing staffs and managers.

4. Team leadership

These people want to see other people and interact with them. They love management jobs and work in a high-energized team in tight situations. They are the typical for program managers and delivery managers.

The Development of Tourism Sector

According to Law number 10 of 2009 concerning on Tourism, tourism is a variety of tourism activities supported by various facilities and services provided by the government, the private sector, and the community. In a broad sense, tourism is a journey from one place to another, performed by a person or groups for a certain period of time. Tourism activities are developed in a particular area for various reasons. One of the main reasons is to gain the economic benefits and the foreign exchange inflow for the local governments, as well as to increase the community's income. Tourism is one industrial sector that produces a rapid economic change by providing employment, increasing the government's and the community's incomes, improving the living standards and other productive sectors. Therefore, tourism must be deduced from the way the term is used (Ismayanti, 2010).

Tourism development is an effort to increase the existing tourism potentials to raise the tourist attraction. According to the regulations of the Indonesian Ministry of Culture and Tourism, the development should be based on the Indonesian national cultures, taking it as a vision for the development to improve the civilization and the national unity. The implementation of tourism development must be planned in an integrated manner by considering the social, economic, and cultural aspects of the local community. At each stage of the development, tourism actors should be able to minimize as much as possible the negative impacts that will arise and are closely related to the economy and socio-culture of the local community (Hermawan, 2017). Hence, tourism development is an effort to develop the tourist attractions to attain more tourists and increase the local revenue by introducing and maintaining the culture of the local community in the tourism area. Through promotions and good facilities, it is expected to attract visitors from local communities and outsiders, thus increasing the tourism development into a sustainable level. The Indonesian Ministry of Culture and Tourism formulates a strategy in developing the tourism sector, including: a) improving the welfare of the community, opening the employment opportunities, and establishing an equitable national development; b) realizing the development on sustainable tourism to provide benefits to the community and maintain the quality of the environment; c) increasing the tourist satisfaction and expanding the market; d) creating a conducive climate for the tourism development in Indonesia, as efficient, productive, transparent, and free from KKN to serve the community.

Tourism Villages

Tourism villages are the villages developed into objects or tourism destinations based on the existing natural potentials. Its development is conducted by the village authority as well as the local community without destroying the nature and the cultures. According to the Law number 06 of 2016, a village is a legal community unit with territorial boundaries and authorized to regulate and manage local affairs as well as the interests of the local community based on the community initiatives, the right of origin, and/or the traditional rights recognized and respected in the system of Indonesian government. Meanwhile, tourism is a travel or a visit

activity performed by a person or groups by visiting certain places for recreational activities or studying the uniqueness of tourist attractions (Tinalah, 2021).

According to Istiyanti (2020), a tourism village is a tourism area located in the countryside, with a unique, original atmosphere and scenery. Meanwhile according to Hadiwijoyo (2012), a tourism village is a rural area with an atmosphere reflecting the authenticity of the countryside, including the social life, economy, culture, customs, and the daily life. The village has a typical building architecture, a unique and interesting spatial structure and economic activities which are potential to be developed.

According to Pitana & Diarta (2009), a destination is a place visited in a significant amount of time during a personal journey, compared to other places passed during the trip (e.g. transit areas). Whereas, the tourism village is interpreted as a form of integration between tourist attractions, accommodation, and supporting facilities presented in a structure of community life blended with the performed procedures and traditions (Pitana & Diarta, 2009; Noor, 2016). Hence, it can be concluded that a tourism village is a tourist destination based on the rural life with an attraction in the form of nature, as well as the social and cultural life of the community, supported by local tourism facilities provided by the community.

METHODS

This research is conducted in the area of Conto tourism village, located in Conto Village, Bulukerto Sub-district, Wonogiri Regency. Conto village is chosen since it has different tourist attractions from other tourism villages. Conto village provides live-in tour packages at the residents' homes and an interesting natural education, making it as a developed village of tourism. This study uses a qualitative descriptive research method. It is a method that describes and explains the activities or objects of the study, relating to the more detailed study of phenomena or distinguished them from other phenomena. The informants in this study are selected through the purposive sampling technique or the technique of selecting sample through certain considerations. The data collection methods applied in this study are the primary and the secondary data collection techniques, including in-depth interviews, observation, and documentation techniques. The primary data is collected through interview and observation techniques, meanwhile the secondary data is collected through the documentation technique. The data obtained are in the form of information and descriptions related to the research, collected through interviews with informants and critical investigations to obtain certain information about a problem. Data analysis is the process of searching and compiling systematically the data obtained through interviews, field notes, and documentation. The data is organized by category and then translated into units, synthesized, arranged into patterns, sorted and then concluded. According to Miles and Huberman (in Sugiyono, 2014), research analysis is referred as an interactive model. This interactive model consists of four stages, including the data collection, data reduction, data presentation, and the conclusion.

RESULTS AND DISCUSSION

Based on the research conducted, it can be realized that Conto village has five tourism potentials, such as Goa Resi, Bukit Gendol, Soko Langit, Banteng Vegetable Garden, and Coffee House (Rudi, 2022). Goa Resi has a potential in the form of a cave site left by the ancient sages, while Bukit Gendol has a potential that needs to be developed in the form of Banyan forest and Gendol park. Soko Langit has several potentials, including a swimming pool

on a hill and also a flower garden around the hill. For Banteng Vegetable Garden, it owns some potentials that needs to be developed, including the natural beauty at the peak of the area. The last one, Coffee House, has several potentials including the education on the coffee processing, as well as planting and caring for coffee trees. Based on the data obtained, visitors are more interested in Goa Resi and Soko Langit tourism due to the promotion of tour packages conducted by Pokdarwis through social media. This makes Goa Resi and Soko Langit tourist attractions as the leading tourist destinations in Conto Tourism Village.

Based on the presented data and the results of interviews conducted with the research informants, it can be indicated that the partnership performed for the development of tourism sector in Conto Tourism Village varies into two models. According to the partnership theory by Adisasmita (2010), it is stated that partnerships are the basic forms of collaboration between the village authority and the private sector to carry out public services. It is developed through 9 forms of combined partnership, including BOT (Build, Own, Transfer), Build and Transfer, BOO (Build, Own, Operate), BOL (Build, Own, Lease), Management Contract, Service Contract, Profit Sharing, Leasing, and Concession. Out of the 9 forms of partnerships mentioned above, there are two forms or models found in this study:

1. Profit Sharing Partnership Model (Profit Sharing Arrangement)

In this study, it is realized that the development of Goa Resi and Soko Langit tourist attractions applies the Profit Sharing Arrangement model. Profit Sharing Arrangement is a partnership which the government or the first party submits all operational and maintenance activities of tourism to the private sector or the second party, and the private party gets a certain share of the obtained profits. For example, in the partnership between the village authority and the private sector as the actors of the partnership, Goa Resi shares the profits of 25% for the village authority and 75% for the private sector. Soko Langit tourism shares the profits verbally between the tour owner and Pokdarwis as the party managing the partnership. The partnership has been running optimally, yet it is influenced by two factors, both supporting and inhibiting. The supporting factor is the community cohesiveness in the tourism development, and the inhibiting factor is the lack of coordination between the village authority, pokdarwis, and the community.

2. Management Contract Partnership Model

In this study, it is found that the development of Bukit Gendol tourist attraction, the Banteng Vegetable Garden, and the Coffee House holds a Management Contract partnership model. Management Contract is a partnership which the village authority hands over all tourism operational activities to a third party, thus the only actors in the partnership are Pokdarwis and the community. Bukit Gendol and Banteng Vegetable Garden tourisms share the profits between Pokdarwis and the people involved, meanwhile for the Coffee House tour the profits are shared between BUMDes and the community. The profits from this partnership are only shared verbally between Pokdarwis and the people who participate in the development of the tourist attractions with no cooperation contract yet. The partnership has been running optimally, however it is influenced by two factors, both supporting and inhibiting. The supporting factor is the community cohesiveness in the tourism development, and the inhibiting factor is the lack of coordination between the village authority, pokdarwis, and the community.

The two partnership models above are known to have a major difference in terms of profit sharing. In a Profit Sharing Arrangement, the results are divided between the village authority or the first party and the private sector or the second party as the manager. It is different with the Management Contract partnership, which the profits are shared between the community and Pokdarwis since the authority has fully handed over its development and management to the community.

According to Adisasmita (2010), the partnership models mentioned above can be embodied in a joint decree, MoU, Working Group, communication forum, work contract, or work agreement, whether in written forms or verbally. In this research regarding the partnership between the village authority, the community, the tourism awareness groups, and the private sector (managers) in developing the tourism sector of Conto Tourism Village, it is found a form of partnership based on a written work contract in developing the Goa Resi tourist attraction, through an agreement letter. It contains the duration of the work contract that has been agreed upon. However, in the development of the Bukit Gendol, Soko Langit, Banteng Vegetable Garden, and Coffee House tourist attractions, no written work contract or cooperation agreement existed. They only use a verbal form of partnership with a family system in carrying out their partnership. By adhering to the family system, the private sector, Pokdarwis, and the community conduct the partnership activities well.

Based on the partnership theory by Adisasmita (2010), it is stated that the partnerships between the local government, the community, and the private sector in various development activities in the village have a positive impact and enormous benefits. In this study regarding the tourism development occurred in Conto Tourism Village which applies partnerships between the government, the private sector, and the community, the positive impact or benefit gained is the employment of the local community that empower them and later making the community capable to improve their welfare and economy. Furthermore, this condition definitely supports the local government in reducing the number of poverty and unemployment in the village.

The partnership theory by Adisasmita (2010) reveals that the principle used in the partnership is the mutually beneficial principle (win-win solution). From the basic requirements of the partnership mentioned, it can be concluded that the principle of a win-win solution has been applied in the partnership performed in developing the attractiveness of the Conto Tourism Village. The benefits obtained by the local government from the partnership help to provide the employment opportunities for the people in Conto village and is expected to reduce poverty and unemployment in the village. For the Goa Resi tourism, the village authority benefits from its management. The existence of activities on the land used for tourism in a tourism village brings the community surroundings to get a job placed according to their expertise. Meanwhile for the private parties involved in the partnerships, it will be easier in running the tourism activities due to the provided assistance especially in making the business permits, in collaborating with other parties, in finding employees, and in training and coaching their employees as it is held regularly by the village authority and applied directly through the Awareness Group of Conto Tourism Village.

There are three key principles that must be understood by each party in building a partnership as expressed by Adisasmita (2010). These principles must be considered in establishing a partnership between the partnering parties, since in establishing a partnership,

one must look at the characteristics of the principles implemented by all parties. These three principles are:

1. The Principle of Equality

In the principle of equality, it is explained that all the parties are equal in conducting the partnership. The principle of equality can be seen from the coordination relationship and organizational structure between the partnering parties, whether they share the same position or not. In the development of tourism sector in Conto tourism village, the partnership has been running according to the principle of equality, which each party coordinates well between the village authority, the private sector, the community, and the tourism awareness groups. The coordination performed by each party starts from the top, from the village authority to the private sector, then Pokdarwis, and finally to the community.

2. The Principle of Mutual Benefit

The partnership established for the development of tourism sector in Conto tourism village applies the principle of mutual benefit. The mutual benefits are obtained by each party. The benefit gained by the local government, in this case the village authority, is the absorption of labor that helps in reducing the poverty and unemployment in the village. Hence, it also improves the welfare of the community. Moreover, the village authority takes benefits from the use and the development of tourist attractions in the village. For the private sector, the benefits obtained from the partnership are including the assistance in the development of tourism activities, in facilitating business licenses, in collaborating with other parties, and in the coaching and training of their employees carried out by the tourism awareness groups. The community also takes benefits by providing the land for rent for the tourism activities.

3. The Principle of Openness

This principle has been implemented by each party, especially the village authority, the private sector, Pokdarwis, and the community, in conducting the running partnerships of Conto tourism village. It can be known from the evaluation or monitoring performed by the village authority once a month.

In the partnership, the village authority, for example, has carried out the three principles of partnership optimally. However, in developing the tourism village, it is also influenced by several factors. According to Butler and Waldroop's theory, partnerships can be influenced by professionalism of the actors, the interpersonal facilities, the relationship creativity, and the team leadership. This study finds two main factors influencing the partnership, in terms of supporting and hindering the partnership, as the following:

1. The principle of interpersonal influence, this means that the community is able to work on the development of the tourist attractions. They also make their co-workers committed and bound to carry out the project smoothly. By this kind of partnership, each party can jointly feel the positive impacts of the tourism development in Conto village. Not only about the benefits, but it is also about the empowerment of local communities in the Conto village, through the absorbing labor.

2. The principle of the relationship creativity influence, this can be realized from the coordination relationship and organizational structure between the partnering parties. In the development of tourism village, for example, the partnership has not yet running according to the principle of relationship creativity due to the lack of coordination in developing innovations between the village authority, the private sector, Pokdarwis, and the community. The conducted partnerships in this study also have no organizational structure (chart). However, it is discovered that the village authority consistently carried out monitoring on the development of the tourist attractions, even though not routinely every month.

CONCLUSION

Based on the conducted research, it can be concluded that the partnership model of the village authority in developing the tourism sector in Conto Village, Bulukerto Sub-district, Wonogiri Regency, varies into two kinds. Those are including the partnership model between the local government, the private sector and the community called as Profit-Sharing Arrangement implemented in the development of Goa Resi and Soko Langit tourist attractions, and the one called as Management Contract partnership model implemented in some tourist attractions such as Bukit Gendol, Banteng Vegetable Garden, and Coffee House. Both partnerships have run optimally and are based on the regulations of the village authority and fitted to the contract. This can be seen through the obtained research results, from the partnership process to the sustainability of the partnership itself.

Based on the results of analysis, the partnership activities in Conto village of tourism have been performed based on the three partnership principles, including the principle of equality, the principle of mutual benefit, and the principle of openness. The first is the Principle of Equality, which means that each party including the local government, the private sector, and the community are equal in their position to achieve the mutually shared goals. The second is the Principle of Mutual Benefit, which means that each party gains its own benefit. The benefits obtained by the local government (in this case is the village authority) are the absorption of labor, which contributes in reducing the poverty and unemployment in the village, as well as the shared profit. The benefits gained by the private sector are the assistance in the development of tourism, in facilitating business permits and in providing the tourism guidance, with the benefit of shared profit. Meanwhile for the community, they gain an additional income from the tourism activities arranged by the village authority. The last is the principle of openness, emphasizing on an openly established partnership with transparent information regarding the course of tourism activities. The village authority has implemented this principle as felt by the community, proven through the community assessment toward the development of partnership between each party that has been running transparently.

Based on the presented data and the description in the research results above, it can be realized that the tourism partnership activities in Conto village of tourism have been running optimally. However, it is found some factors affecting the partnership, such as performing the principle of relationship creativity and the lack of coordination between the village authority, the private sector, Pokdarwis, and the community in developing some innovations. Moreover, the established partnerships have no organizational structure (chart). However, it is discovered in this study that the village authority consistently conducts monitoring on the development of the tourist attractions. This study points out some factors supporting the development of

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tourism sector based on the principle of interpersonal facility influence, which the community is capable to work on the development of the tourist attractions and the Conto village authority can empower the local communities by absorbing labor.

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