



SUSTAINABLE TOURISM VILLAGE THROUGH RURAL TOURISM ENTREPRENEURSHIP

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ABSTRACT

The aim of this research are to examine the success factors and build the framework of rural tourism entrepreneurship for sustainable tourism village. It is important to be researched as 44.28% population in the world live in rural area. It indicate how important rural areas for future development. This research is conducted with the use of a qualitative approach and a case study design. Therefore, this research focuses on case of six tourism villages in Indonesia which have award as sustainable tourism village, as it might be adapted by the other tourism village. This research used purposive sampling technique regarding sustainability of tourism village priority issues. The data was gathered from semi structured interviews with the actors who have role in succeeding tourism village. This research use content analysis in describing the finding from data collected in order to get better understanding of case study. The result of the research found ten factors to create successful sustainable rural tourism through rural tourism entrepreneurship. Those are generating income, creating job opportunity, economic growth, mutual cooperation, collaboration, innovation, creativity, environmental awareness, using resources wisely, and visitor management. According to the results, it grouped 10 factors into 3 dimensions(economic, social, and environment sustainability).

Keywords: *Entrepreneurship Factor; Sustainable Rural Tourism; Rural Tourism Entrepreneurship; Tourism Village Success Factors; Sustainable Tourism Village.*