

**THE IMPACTS OF RURAL TOURISM ON ECONOMY AND CULTURE
TOWARDS LOCAL VILLAGE PEOPLE IN CANDIREJO, CENTRAL JAVA**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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Rural tourism is seen as one of the most popular attractions in Indonesia, and predicted that there will be approximately 2.000 villages which have become rural tourism in 2010 - 2014. One of the rural areas in Indonesia which has a potential tourism development is Candirejo Village located in Borobudur, Central Java. This village is best known for how it has maintained the authenticity of its traditions and their beauty of nature.

This thesis seeks to observe how strong the rural tourism impact is on economy and culture of Candirejo Village towards the success of its local people. Whether both economy and culture have been impacted positively or in contrast, negatively, and what factors really influence those impacts.

This research utilizes descriptive and causal study using qualitative and quantitative data. The data collected are the combination of questionnaires, interview result, literature research, booklet, website, and statistic data. Data analysis of questionnaires is computed by the use of SPSS and AMOS software.

From the research results, it can be concluded that Rural Tourism has given a great impact to both economy and culture of Candirejo. However not both of Culture's

indicator have been greatly impacted. In contrast the indicators of Economy were greatly influenced by Rural Tourism.

Keywords: Rural tourism, Rural Tourism Impacts, Economy, Cultural.





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DEDICATION

I dedicate this thesis to my parents who have supported and always be there for me in every single struggle I have been through.



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