

Community Empowerment Strategy: Ecospa Tourism Prospects in Nglanggeran Tourism Village Gunung Kidul Yogyakarta

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Abstract: This article focuses on the factors that led to the success of empowerment for community-based tourism. Community-based tourism is characterized as a form of tourism village in Nglanggeran village located in Gunung Kidul, Yogyakarta. Community participation as a process in decision making and the development of sustainable natural and cultural resources is influenced by the empowerment of the community itself. The impact of community empowerment strategies can contribute to the needs of rural communities, entrepreneurship and contribute to local economic and cultural goals. The Ecospa consists of a community of people who get identified needs in certain communities that have the potential for ecotourism. The connection of spa products contributes to supporting ecospa tourism. Ecospa is one of the tourism strategies with community empowerment to form spa entrepreneurs by involving socio-economic factors and transfer of knowledge with skills training. The method of research uses qualitative methods and direct observation on community empowerment. This paper considers the realization of community empowerment through relationship marketing partnerships involving three sectors (socio-economic, community empowerment, entrepreneurship) which are often called marketing relationship partnerships

Keywords: Community Empowerment; Ecospa; Tourism Village

1. Introduction

Community-based tourism is often referred to as CBT. Community-based tourism is more proactive in maintaining control over tourism decision-making, communities that direct tourists values and interests. The basic principles of Community Based Tourism (CBT) are related to economic sustainability, natural and cultural resources, institutional strengthening, and equitable distribution of benefits for all members of the community. Regarding the principle of economic sustainability above, it is a guarantee that Community Based Tourism (CBT) can create a mechanism that can maintain the economy in good and sustainable conditions so that tourism can be relied on to increase community income or welfare. Tourism is a very potential industry that can make a positive contribution. It can also exploit resources, socio-culture and environmental damage. Challenges and excellence in tourism can have a positive effect on society, especially for tourists. However, it can also be a negative effect because of the emergence of many tours that are needed by the community. The basic principle of community-based tourism is to place the community as the main actor through community empowerment in various tourism activities. This happens so that the benefits of tourism can be enjoyed to the maximum extent possible because tourism communities have the potential to make a positive economic contribution.

The principle of economic sustainability in community-based tourism is that every individual in the community is directed to be part of the tourism economy chain, for which individuals are given the skills to develop a small business. Indonesia's social and economic problems are poverty and unemployment. Indonesia is the world's fourth most populous country, in 2017 the number of unemployed people rose to 7.04 million according to the Central Statistics Agency. The problem of unemployment can be solved by building an entrepreneurial spirit as an economic driver, providing

business opportunities, business perspectives and practical aspects in solving social and economic problems including poverty alleviation efforts. Change of concept in alleviating poverty where rural poverty can be overcome through community empowerment. The concept of community empowerment refers to how local communities have a large influence both socially and in community organizations, so that they can influence their environment, and this is what underlies the increasing community to influence the growth of entrepreneurial spirit in the community.

Community-based tourism is a concept of tourism management that is focused on the involvement of the community. In real life sometimes what happens is not as desired. There are times when some private parties are more involved in managing existing tourism. This has resulted in the community receiving little benefit from community-based tourism (Trijos&Chiang,2009). Community-based tourism is a type of tourism that involves the community as the main actor in managing tourism potential in its environment (Yusof, Ibrahim, Muda, & Amin, 2012).

People basically cannot manage their own tourism potential, they need encouragement from outside. In implementing community-based tourism development, the government and the community have their respective roles. The government plays a role in producing policies that are oriented to the interests of the community. While the community is involved in managing the tourism potential in the vicinity (Sobandi & Sudarmadji, 2015). Community involvement in the tourism industry can be seen from the decision making process in the development process (Prabhakaran, Nair, & Ramachandran, 2014). Community-based tourism is tourism development that is able to sustain economic benefits obtained sustainably so as to improve the quality of life of the community (López-Guzmán, Sánchez-Cañizares, Pavón, & others, 2011).

Ecotourism is one of the tourism activities that is environmentally sound by prioritizing aspects of nature conservation, aspects of socio-cultural empowerment, the economy of local communities and aspects of learning and education. Traditional spa ecotourism is an Ecospa which in principle is a community-based spa that emphasizes the authenticity of the environment by increasing the value of local wisdom and minimizing negative impacts on the environment while supporting the social and economic development of the community.

Spa health tourism in Indonesia has great potential because Indonesia has various advantages including in terms of spa treatments from various regions in Indonesia, spa treatment support materials, and human resources for spa therapists. Yogyakarta as a center of education and culture with the support of various objects and tourist attractions is the most important part of the goal of developing tourism in Yogyakarta. A strategy is needed to market highly competitive tourism to produce added value as special interest tourism. One example of special interest tourism is the Spa industry. Spa treatments that have self-care procedures in accordance with local wisdom are called traditional spas, which are health efforts and refresh the body using water and spice therapy in the tourist village of Nglanggeran, Gunung Kidul.

Ecospa tourism based on community empowerment is rooted in people's culture with one of the tourism activities that uses local wisdom as its object. This type of tourism is included in special interest tourism. This distinctive feature makes spa Indonesia have a unique position compared to other countries in the world so that Indonesian spas are expected to compete in International forums. The ecospa is a new thing that still needs to be researched and developed. Traditional spas associated with the use of spices, herbal plants are used as ingredients for relaxation and holistic healing to become a habit that has been handed down from generation to generation and packaged into ecospa tourism.

1.1 Ecospa Tourism Based on Community Empowerment

Traditional spa ecotourism (ecospa tourism) is a spa based on community empowerment rooted in a culture of people who use local wisdom. Ecospa is included in special interest tourism objects. In Indonesia, there are several provinces that have special interests, one of which is the province of Bali. Phillip F. Mc Kean (1973) wrote that "the Balinese tradition will prosper in a direct proposition for the success of the tourism industry" (Wood, 1979).

A holistic approach (Benge and Tara, 2004) is a spa using care facilities that aim to harmonize human life through three-dimensional alternative therapies, namely body, mind, and emotions (body, mind and soul) channeled through the six senses. The six senses in question include through the senses of the eye (through the color /therapeutic atmosphere in the spa room), the senses of the nose

(through smell with distinctive aroma therapy to cause pleasant effects), the senses of the ears (through therapeutic music that gives rise to peace of mind), senses tongue (through healthy foods and drinks), the senses of the skin (through gentle massage so as to create a comfortable feeling called therapeutic massage, the senses of the muscles, through pressure on certain body parts so that it will provide a relaxing effect).

The principle of spa health services refers to the body of knowledge of traditional medicine in Indonesia. In spa health services, the basic concepts of traditional Indonesian care systems include cosmological, holistic, and cultural (biopsychosociocultural) approaches which include traditional foods and drinks such as herbs written in the fiber of the center. Herbs can be consumed by drinking or applying to the body, stomach, forehead, and soak the body (Gardjito and Harmayani, 2017).

Shifting the demands and desires of spa consumers makes a change in the demand for spa treatments in big cities shifting consumers' desires to special and unique places such as on the mountain, near the coast, even above the sea. Indonesia's natural wealth provides various types of minerals and materials needed for spa treatments by offering holistic care by utilizing human resources and natural resources as a standard for spa treatments available at the ecospa.

Center for International Forestry Research: Community Based Tourism Development No. 9 (June, 2014) states that the meaning of community empowerment-based tourism is tourism development with high levels of local community involvement and can be accounted for from social and environmental aspects. In developing community-based tourism, the most important thing is to maximize community participation in various aspects of tourism development.

The development of community-based tourism is the most important thing is to maximize the participation of the community in various aspects of tourism development. The community as a determinant is directly involved starting from the planning process to implementation. Thus it can be said that community-based tourism can be used as one form of a new paradigm of tourism development through the principles of developing sustainable tourism development for the sake of achieving a more even distribution of people's welfare.

Community empowerment-based ecospa tourism development places more emphasis on the principles of sustainable development. Some of these sustainable principles focus on increasing the skills of workers to be able to increase competitiveness in obtaining decent jobs and increasing economic cooperation. The sustainable economic aspect in it is a form of shared responsibility between the government, the private sector, and the community in the creation of capital, labor, and employment opportunities for the community. The aspect of community participation is also one of the developments in sustainable development through increasing and optimizing the role of the community in the process of environmental development which is a source of community income.

1.2 Ecospa Tourism in Nglanggeran Gunung Kidul

According to tourism statistics in Yogyakarta in 2015 there were around 119 tourism villages in five districts in Yogyakarta (Special Region Tourism Statistics Book of Yogyakarta, 2015). Administratively, Gunungkidul Regency is divided into eighteen sub-districts consisting of 144 villages and 1,431 hamlets with the district capital in Wonosari with a distance of about 40 km to the southeast. Geographically, Gunungkidul is one of five regencies in Yogyakarta with an area of about 1,485.36 km² or approximately 46.63% of the total area in Yogyakarta (Gunungkidul Tourism Office, 2016). Its strategic location as a tourism area makes Gunungkidul district a priority for tourist destinations in Yogyakarta.

The potential tourism in Nglanggeran Village is Mount Nglanggeran and now known as Gunung Api Purba. Nglanggeran area in Gunung Kidul regency, precisely the Village of Gunung Api Purba became one of the tourism icon in Yogyakarta. The development of this area is involving the participation of the surrounding community who has entrepreneurial spirit. These entrepreneurial spirits will build tourism especially in Nglanggeran ecotourism area. The development of ecotourism area of Gunung Api Purba have started by Karang Taruna Bukit Putra Mandiri of Nglanggeran since 1999. The various activities carried out by Karang Taruna Bukit Putra Mandiri as a group in rural community. Tourist attractions are managed by rural community that concern of tourism. They called "Pokdarwis" (Kelompok Sadar Wisata/aware of tourism activities) as Pesona Purba ecotourism village in Nglanggeran. Many local tourists and there are also occasional foreign tourists visit Gunung Api Purba, Nglanggeran. They enjoy many tourist attractions such as climbing, tracking and

sightseeing at Embung. Moreover, they can come to Griya Coklat to see how to make food and beverages using chocolate as its ingredients such as dodol chocolate, chocolate drink, and other snack made of chocolate are available in “Griya Coklat”. Nglanggeran Village was chosen because it is a developed ecotourism village and there is a Purba Ayu spa group which is part of the tourism conscious group (Pokdarwis/Kelompok Sadar Wisata).

Ecospa tourism development is carried out in the Purba Volcano ecotourism area, Nglanggeran, Gunungkidul, Yogyakarta. The reason for choosing the location in Nglanggeran village, Gunung Kidul district is an ecotourism village. In accordance with the vision of the Nglanggeran ecotourism village, which is to make the Nglanggeran Purba Volcano ecotourism area a leading tourist area with a community-based environment

The Purba Ayu spa group was developed into an ecospa group. This study aims to get an overview of the development of ecospa-based tourism for community empowerment through marketing partnerships. Ecospa tourism is carried out by several therapists from community groups who have received spa training and some have been certified. This is evident in the process of community empowerment activities as a tourist support in helping provide facilities and programs for tourist activities.

The added value of traditional spa health ecotourism (ecospa tourism) contributes positively to increasing tourist attraction, especially in the Yogyakarta. Based on this, the research location was taken in the Nglanggeran, Purba Volcano ecotourism village, Gunungkidul Regency. Nglanggeran Gunungkidul Village is located 23 kilometers from Yogyakarta. Nglanggeran Village was chosen because it is a developed ecotourism village and there is a Purba Ayu spa group which is part of the tourism conscious group (Pokdarwis). The Purba Ayu spa group was developed into an ecospa group.

The community that manages the ecotourism area, Purba Volcano in Nglanggeran tourist village consists of community members who carry out natural tourism service activities that develop tourism in a professional manner. The management of Nglanggeran tourist village is quite successful in conducting promotions and activities that can attract local and foreign tourists to be able to enjoy the beautiful natural wealth of Purba Volcano in Nglanggeran Village, making chocolate in “Griya Coklat”, located in Gunungkidul Regency.

Tourism potential in Gunungkidul is very diverse and especially in Patuk Subdistrict located in Nglanggeran, Purba Volcano, Gunung Kidul with cultural tourism such as traditional tourism village groups that join the Nglanggeran tourism group (Pokdarwis). The Purba Ayu Spa group is a group of traditional tourist villages that do ecospa tourism services in Nglanggeran, Gunung Kidul.

2. Literature Review

Purba Volcano ecotourism area, Nglanggeran is a business activity that has a primary mission to create social impacts that improve quality of life, especially for the lower middle class. The community in developing tourism in a tourist village has several characters. First, people have the intention to become entrepreneurs with a basic social basis. Second, it becomes a useful bridge and functions as an agent of change that is able to develop authentic ideas in overcoming the social limitations that exist in communities in the Nglanggeran region. Third is to distribute ideas to build a business so that the people in Nglanggeran tourism village become prosperous.

Concern for the importance of entrepreneurial spirit in the tourist village of Nglanggeran which builds the basis of the influence of relations in the development of marketing and empowerment of community-based tourism to increase capacity (capacity building) of the community. Patterns of interaction and favorable conditions between companies, consumers, suppliers, or other organizations are ways of marketing to consumers to improve company growth and customer satisfaction. Consumer satisfaction is a business asset if consumers can be served well so that consumers can obtain satisfaction and have an impact on increasing revenue and long-term growth in the business.

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Entrepreneursip is a comprehensive relationship between marketers, suppliers and customers who have a different concept than the usual marketing concept. The concept of marketing relationship separates customer activities and marketing activities. Relationship marketing are interactive processes not exchanges and transactions because the principles of marketing and marketing partnerships are interdependent and work together between producers and customers (Sheth and Parvatiyar, 2002).

Tourism Village with local wisdom that takes into account the growth of entrepreneurship can have an impact on the growth of tourism-based community empowerment. In addition to the added value for entrepreneurs given by the Pesona Purba community in Purba Volcano, Nglanggeran, it also has a positive influence on the development of community-based tourism empowerment. Management of natural and human resources which directly involves the potential to enable the growth of an entrepreneurial spirit among the community itself. Of course, this will help the development of community-based tourism empowerment. Local communities and uniqueness activities that have been developed as various tourist attractions, among others, can be seen in the following table:

Table 1. Potential and Attraction in Nglanggeran Gunung Kidul

<p>I. Natural Attraction :</p> <ul style="list-style-type: none"> • The main attraction • The supporting attraction 	<p>Attraction:</p> <ul style="list-style-type: none"> • The presence of Gunung Api Purba and beautiful natural panorama as well as agricultural areas and rice fields in the village Nglanggeran • There is Embung area (mini reservoir) above hill area of 0.34 Ha for irrigation fruit farm of 20 Ha with beautiful scenery.
<p>II. Cultural Attraction :</p> <ul style="list-style-type: none"> • The main attraction • The supporting attraction 	<p>Attraction:</p> <ul style="list-style-type: none"> • The ceremonial of <i>kirab rasulan</i> culture, art attractions <i>jathilan</i>, and traditional ceremony. • The daily life of the village community which always helps each other and they are so friendly, <i>kenduri</i> culture, <i>karawitan</i> and some local culture that are still nurtured.
<p>III. Craft Attraction:</p> <ul style="list-style-type: none"> • The main attraction • The supporting attraction 	<p>Attraction:</p> <ul style="list-style-type: none"> • There is wooden crafts in the form of masks and bracelets • There is the learning package to make a craft such as batik mask
<p>IV. Culinary Attraction:</p> <ul style="list-style-type: none"> • The main attraction • The supporting attraction 	<p>Attraction:</p> <ul style="list-style-type: none"> • There is special food named cocoa <i>dodol</i> and Brownies Cassava • There is a processingcooking workshop as an educational package for making cocoa <i>dodol</i> and brownis cassava
<p>V. Man-Made Attraction:</p> <ul style="list-style-type: none"> • The main attraction • The supporting attraction • The Ecospa 	<p>Attraction:</p> <ul style="list-style-type: none"> • Outbond game rides, flying fox, mbung (mini reservoir) • Nature education package (farming, cocoa cultivation, environmental care package) • Energetic and young human resources • Representative locations • SPA package for tourist (massage, scrub, masker etc) • Making SPA product education training pack

Source: Pokdarwis, 2018

The development of potential and attractiveness has an impact on the growth of entrepreneurship as a competitive advantage and a positive image for tourism villages. In particular, it can be seen in Purba Nglanggeran Volcano, visitors get satisfaction based on community empowerment.

Ecospa is a form of entrepreneurship in Nglanggeran, Gunung Kidul. Community development does business by empowering themselves to produce social changes that lead to shared prosperity. The aim of the ecospa as a form of entrepreneurship at Nglanggeran Gunung Kidul is first, that the ecospa business is to create spa tourism that creates social benefits and benefits distributed to the community. Second, ecospa tourism is owned by the community, not individual business. Third, the process and results of business profits are directly given to the community in accordance with the rules of the community group.

2.1 The Process of Community Empowerment at Purba Ayu Spa Toward Ecospa Tourism

Community empowerment has seven stages or steps that are carried out, namely the preparation stage, the assessment phase, the alternative planning stage of the program or activity, the planning phase of planning, the implementation stage, the evaluation phase, and the termination stage (Soekanto, 1987:63). The stages in community empowerment at the Purba Ayu Spa group towards the ecospa can be explained as follows:

2.1.1 The stages

The stages in this preparation involve the community as a planning process, namely participation in decision making that has the following indicators. The indicators as (1) Indicators of Participation This planning process involves the community in planning with meetings.(2) Contribution of thoughts to express opinions between groups for recommendations on suggestions and criticism as a plan of action.



Schedule Meetings and discussions with the community

2.1.2 Process Towards Action (Do)

This process requires action through the following stages (1) Meeting to discuss the need for a new ecotourism package in the village of Nglangeran, Gunungkidul (2) Providing opportunities for the community to participate in ongoing decisions and policies for ecospa tourism (3) Build a group of Purba Ayu Spa for ecospa tourism



Memo of understanding to appoint Purba Ayu as an ecospa community empowerment group Nglangeran Gunungkidul by Pokdarwis

2.1.3 Checking Process by Conducting Spa Training and Education Activities



Training and education about making spa ingredients and aroma therapy, making spa food and drinks (spa cuisine). Purba Ayu spa group education and training training was evaluated by licensed spa education and training institutions

2.1.4 Field Preparation Action Process (action)

The ecospa tourism was formed as part of a group that is aware of tourism to develop a spa destination package in Nglanggeran Gunung Kidul.



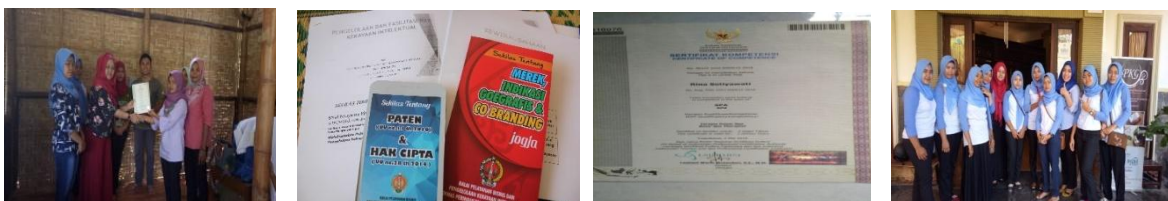
2.1.5 Stage of Assessment Process

In this stage of the assessment, the Purba Ayu spa group identifies markets/groups of tourists who come in either small groups or groups (individuals /families).



2.1.6 . Stage of Implementation Program

Participation in implementing as an indicator of cooperation between the Purba Ayu spa group and the community or industry to establish partnerships with one of the modern spas that also require spa care products



2.1.7 Stage of Evaluation Program

Evaluation program to establish an internal monitoring system for community empowerment and network systems by utilizing resources for ecospa tourism promotion



3. Material & Methodology

3.1. Data

Data analysis is an activity that describes the results of research data into material information that can be used to draw conclusions in research. Data analysis method used to solve problems using:

- (a) Observation
- (b) Deep interviews

3.2 Method

The research method used in this study uses qualitative descriptive methods. This study uses action research is research that focuses on the application of actions with the aim of improving the quality or solving problems in a group of subjects studied and observed the level of success or the impact of actions.

4. Results and Discussion

4.1 Result

The purpose of community empowerment has several objectives. The aim of community empowerment is to improve institutions (better institutions), improve business (better business), improve income (better income), improve the environment (better environment), improve life (better living) and improve community (better community).

- a) Better institutions: Institutional improvement is the improvement of activities or actions taken and is expected to improve institutions including the development of business partnership networks. The purpose of this institutional improvement, especially in the Purba Ayu spa group, provides an action in the development of new tourism destinations in Nglanggeran by networking business partnerships, especially in the spa sector. Purba Ayu spa empowerment has built better partnerships and realizes the importance of the spa business as a new tourist attraction that can attract tourists. The Purba Ayu spa group by forming this Purba Ayu spa group built a better partnership. Tour guides who like to travel only want to see embung, go up to Ancient Volcanoes, shop at chocolate shops and tour shopping previously. Spa that attracts interesting tourists. The best Purba Ayu spa is a form of institutional improvement. Related to mothers in the form of joint tourism seen in ecospa.as tourism was formed as a form of institutional improvement. The involvement of mothers in managing shared tourism is seen in ecospa tourism.
- b) Better Business: Training and education activities for the ecospa group are carried out by modern spas. Activities carried out by providing knowledge about the spa business are expected to increase the existing ecotourism business or business. The positive contribution of the modern spa to the ecospa tourism is adding to Purba Ayu spa's new destination making efforts to open ecospa tourism by increasing knowledge of the spa
- c) Better Income: The Purba Ayu spa community earns additional income from the sale of spa products made by this group. The making of spa materials was carried out by the Purba Ayu spa group directly when there were tourists who came to do ecospa tours. The existence of ecospa tourism will increase family income for the Purba Ayu group. Ecospa tour packages as part of a tour package in the Purba Volcano ecotourism village, Nglanggeran, Gunungkidul can increase Purba Ayu's spa income
- d) Better Environment: Communities are aware of environmental management and the use of resources in their environment. Products used to support spa treatments from the environment around the tourist village of Nglanggeran. The use of a lot of chocolate produced in this area was previously only processed as food and drink and through ecospa tourism can make scrubs and masks from chocolate ingredients to support spa treatments. Other local ingredients such as turmeric, lemongrass, and other spices are easily obtained in the environment of the Nglanggeran ecotourism village. The community began to plant these plants in the yard of each member of the group empowering the Purba Ayu spa.
- e) Better Living: Improved living better through Ecospa is expected to improve the living conditions of families and communities. Knowledge of spa treatments provides additional discourse about the importance of health by doing spa treatments that provide holistic health for the health of body, soul, and mind (body, soul, and mind).

- f) Better Community: Ecospa tourism provides knowledge about health that leads to a better life in improving people's welfare. The application of ecospa-based tourism to community empowerment as part of ecotourism in the tourist village of Nglanggeran Gunungkidul can help improve people's welfare. The benefits obtained from the results of community empowerment indirectly affect the level of community welfare, especially in the Purba Ayu spa community.

5. Conclusion

- (a) Ecospa tourism can develop in the Nglanggeran Tourism Village with the use of the environment or natural resources by raising local wisdom. The utilization of local wisdom materials such as chocolate scrubs and masks is a support for spa treatments.
- (b) Tourists can travel by gaining knowledge about how to make scrubs and chocolate masks as well as being able to experience spa treatments directly using the scrubs and chocolate masks.
- (c) Tourist product knowledge of spa treatment support materials is very useful so tourists can find out the importance of spa treatments as part of their lifestyle for health. Such knowledge can be a provision for tourists as a step in gaining knowledge about how to behave well being.
- (d) Products supporting spa treatments such as lulur and masks were made directly by the Purba Ayu spa group. This group is formed from people who are members of a tourism conscious group (Pokdarwis). This group consists of housewives who have acquired the knowledge of skills in making spa care support materials such as scrubs, masks and other spa ingredients. Empowerment in the skills of making spa care support products provides benefits. The benefits gained by the Purba Ayu spa group in particular and benefits for tourism conscious groups in general by selling Ecospa Tourism packages.

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