

The Influence of Community Empowerment to Support Sustainable Tourism Development: Evidence from Homestay in Tanjung Lesung

D Kristanto¹ and N Krisnawati²

^{1,2}Swiss German University, Indonesia

¹dian_kristanto@yahoo.com

²nila.hidayat@sgu.ac.id

Abstract. This research discuss the influence of community empowerment in homestay to support sustainable tourism development in Tanjung Lesung. It aim to analyse to what extent community empowerment will influence the sustainable tourism development and develop strategies to improve it. The data was collected by quantitative approach which the questionnaires were distributed to twenty five homestay owners. In-depth interview was conducted with three homestay owners and three homestay guests to gain internal and external analysis as supportive information. Simple Linear Regression was used to analyze the influence of the community empowerment. Based on the findings, community empowerment in homestay has significant influence towards sustainable tourism development in Tanjung Lesung by fifty seven point seven percent. Based on in-depth interview, the homestay owners were positively respond and support the topic and the implication, and the guests were expecting the improvement and development of homestays and tourism in Tanjung Lesung.