

## ONE VILLAGE ONE DESTINATION MODEL IN ECONOMIC DEVELOPMENT OF BANTUL TOURISM VILLAGE

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### ABSTRACT

*One Village One Destination model research intended to increase prosperity and educate the society in the field of food resilience program that is designed to push the progress and prosperity of village tourism society by goods extension, service and trying to combine the internal element of socio-dynamic can be impact in developing research in meaning strategic for repairing of social-economic society.*

*The result of this research is growing the commitment of village tourism society for the developing of its village tourism become the productive village tourism creating product which is giving multiplier effect for make-up the opportunity of work and opportunity of the work, labor sector as an indicator creative economic expansion based on the ability in pushing productive of village tourism existence which is capable to be the embryo center of the production of the regional area growth of Bantul regency in quickening accomplishment the society life elementary rights.*

**Keywords:** The OVOD Model, economic of tourism, improved of welfare and opportunity of work, and mixed analyse.

## INTRODUCTION:

Regional economic conditions are more open, it is certain that the future development of the village will continue to provide a more complex challenge. Simultaneously, many parties encourage and acknowledge that the village has a large role for the city and the integrity of the nation (Komppula, 2015). The government seriously has launched a variety of rural development programs, such as *the program areas of food, underdeveloped villages instruction program, integrated development between villages program, command movement prospered program, guidance mass, the intensification of the mass, particular intensification, the provision of assistance credit farming program, and Master Card effort people* to improve livelihoods of our people (Trisaktiyana, 2016). However, still, to this day, many villages remain undeveloped, underdeveloped and poor. (Tampubolon, 2016).

Poverty leads to unrest social economics through various ways such as (1) increase the burden of the government and the surrounding community, (2) poor quality and productivity of society, (3) low community participation, (4) the emergence of communities with violence, (5) the decrease of public order and public tranquility and (6) the decline in the quality of future generations, and on the other (7) accretion of new labor force naturally adds to the long line of open unemployment. Therefore, it is natural that rural economic development becomes a top priority in the plans, strategies and policy to break the chain of poverty and unemployment in rural areas.

For creating a dual effect on employment opportunities and welfare, it is necessary to develop village-based containers. Every village has a potential to increase its independence. Thought for the formation of self-sufficient villages starting from the village's ability to meet people needs and has an abundance of production to be marketed at the local, regional, national or international (Kamat, 2012)

Model OVOD (One Village One Destination) is an approach to rural development potential to produce tourism products that can compete on the international market, while still having a unique characteristic of the area. The resulting product is a product that uses local resources, both natural resources, and human resources (Larasati and Susanto, 2014) that fully involves the participation of rural communities by increasing the capacity of communities; (1) increase sustainable quality resource management, (2) increase availability of goods and services to maximize their resources in a sustainable manner; (3) improve the distribution and access to goods and services produced by the public; (4) improve the quality of goods and services; and (5) will ultimately improve the quality of life (Trisaktiyana, 2016). Three basic principles OVOD movement: **First**, the extent of the market, namely the development of rural tourism approach aims to improve, develop and market tourism products could be a source of pride to local communities, especially those that could be marketed to both domestic and abroad. **Secondly**, the independence and creativity of people can increase and creatively produce products that have selling power. **Thirdly**, the development of local human resources should be a synergy with the local government, private sector and other productive society.

Model OVOD using the target focus area focused on aspects of both human and natural resources in the development of integrated management systems. The integration of human ecology form a community of social ecosystem in the order of elements of the environment as a whole and complete unit interplay in the form of balance, stability, and productivity of the environment. Therefore, the choice of OVOD model in the economic development of tourism becomes a real picture of the integration of the program and the internal dynamics of a village.

OVOD model implementation is done by mapping the potential of natural resources and the environment, developing the potential and capability of human resources at the village level as dynamist of the local economy, as well as member-empower local communities to manage the potential village and thus increasing the added value. The main problems are the lack of progress of the village which is considered as a tourist village, 75 villages in Bantul, there are 16 villages are poor and have not saved by poverty alleviation programs. Given the importance of the development of productivity in the development and economic growth, the research problem formulated-the extent the Model OVOD capable of being base development of economic productivity tourism is specifically described (1) based on the characteristics of the model OVOD, with three main variables: physical, social and the economy, (2) establishes a model of success indicators OVOD and (3) formulate strategies of OVOD usage models.

## THEORITICAL:

### OVOD Concept:

Forming a tourist village as a center of economic growth in tourism means forming a tourist village to be more productive by harnessing the potential of natural resources and the environment to improve the productivity of

rural communities using the model OVOD, a model of economic development of rural tourism that involves communities and stakeholders in integrated (integrate the base community development) to explore and develop all the economic potential of tourism in rural communities (Said and Rahman, 2011).

OVOD Model is the concept of an adoption of the concept of OVOP (One Village One Product) developed in the tourism industry, especially in the concept of *Tourism Village (TV)*. Conceptually OVOD interpreted as a tourist village revitalization program aimed at achieving economic productivity in rural tourism. Revitalization approaches must be able to recognize and exploit the potential of the environment of natural resources and human resources, history, meaning, the uniqueness of the location, as well as the image of the tourist village itself. OVOD models are built based on participation and self-reliance so that the target communities as a part of the subject of empowerment. Empowerment of rural communities is an effort to develop independence and public welfare by improving the knowledge, attitudes, skills, behavior, ability, awareness, and utilize resources through the establishment of policies, programs, activities, and assistance in accordance with the essence of the problem and the priority needs of the community. The success of a country in developing its resources will have a strategic significance for socio-economic improvement of the local community (Prihatno and Hasan, 2016).

The placement of OVOD models based on the region, which is supported by the concentration of business activity and leading commodity, there are partners of productivity, getting support from the government and local village, has a network of resources to be productive and has product demand (Tinsley and Lynch, 2008). The purpose of this is to improve the ability and skills of the public in using village resources, provide added value and productivity of the village through an integrated management of resources. Priority of OVOD program is the establishment of harmonization of society through the implementation of productive culture and expand employment opportunities to increase revenue and the prosperity of rural communities in accordance with the typology of the village, for example the village of rice fields, fishing villages, village plantations, rural farm, rural small industry, rural crafts, trade of villages, services or tourism (DPK, 2011),

The success of the development program of the tourism economy is highly dependent on the active participation of all parties and coherence in terms of: (1) strategy development of physical, (2) business development strategies, (3) strategic human resource development, (4) community empowerment strategies (Hastarini, 2009). This is to achieve: (1) the focus of commodity, (2) partnerships, institutional (between the Center for Increasing Productivity - Village - regions, NGOs, universities and other related institutions), (3) apply community empowerment approach so that the community is actively involved in preparing and implementing programs, (4) the strengthening of networks and (5) to optimize the potential and resources of the village.

### **Development of OVOD Model:**

OVOD defined as an attempt to increase the value-added products in the regions in order to improve the welfare of society through the container cooperatives or SMEs. There are three models use OVOD background, namely: *First*, it reduces the concentration and density of population in urban areas as a result of urbanization patterns, so as not to cause a decline in the rural population. *Second*, it revives economic growth in the movement of tourism in rural areas through the wheel-site generation of economic activities appropriate to the scale and size of the rural areas by utilizing the existing potentials and capabilities of the village by involving local community (Hong and Lee, 2015). *Third*, reduce the dependence of rural communities (feel at home in a poor zone) to the local government and central government (expecting aid).

Model OVOD (Figure 1) to create value-added chain (add the value chain) flagship product of rural tourism in improving public welfare through improving the quality of economic growth, income generation based economic development potential of local and community development from production to be determination of marketing channels, doctrine of OVOD models are as follows:

- 1.1.1. Development of leading economic potential of rural tourism, rural typology adapted to the characteristics of the focus of activities (a) assessment and facilitating the development potential and superior product that is able to support the empowerment of rural poor communities; (b) improving the quality of human resources, entrepreneurial skills and encouraging participatory rural communities; (c) development of infrastructure support production / cultivation / business services; (d) development of appropriate technologies for the processing and marketing; (e) institutional development, business management and strengthening capital; and (f) developing access to information and promotional products.
- 1.1.2. Integration and synergy program activities of institutions/agencies of central and local government and the private sector in facilitating the process of sustainable activities (sustainable integrated community development) in facilitating empowerment of underdeveloped villages, poverty alleviation, agricultural

development, industrial development and cooperatives, the development of trade, the development of traditional markets, and the development of tourism (Tan, Liu, and Hu, 2013).

- 1.1.3. Build a learning process that emphasizes continuity on the collaborative interaction between community members, from planning to evaluation on the basis of mutual learning in improving the quality and the sustainable society of ladies (continuity improvement) in the managing and mobilizing sources contained in the community to meet their needs by bringing together a number of activities that take place dynamically by involving: (a) actor is a person, group of persons, or legal entities that carry out the process in motion to make changes that well prepared (agent or innovator), based on the rules of correct development. (b) production systems, production systems where people, technology, management, organization of production are in a process of producing goods or services with a level of efficiency and effectiveness that brings fortune for parties involved. If the system is good, fair, participatory will create high productivity. (c) the integration, integration is a picture that shows the community nature of both the sense of harmony in the respective roles of supporter as well as coordination and synergy to interact and shortly support the development of tourism economy, (d) administration, administration is one device that magnified required in order to develop a form of administrative completeness like profile and its development proposal, Letter village describes their intended activities and fostered by the government, and others, (e) networking, the process of establishing a network of cooperation partnerships between tourist village with bureaucracies, nongovernmental organizations, institutions traditional organization which is independent, is an integral part in the development of the tourism economy, both to enhance the capabilities, identify and manage various sources, as well as to maintain a balance between the vertical structure or horizontally in creating a symbiotic benefits of tourism economic development, (f) the substance of the activities, a series of activities to build and download the surge push the tourism economy which is determined by the nature of all activities will (if still a stub, or development, or the preservation of cultural, technological and managerial), through the following four main activities; (1) *production*: encouraging people to be able to produce goods and services in the area; (2) *productivity*: encouraging people to be able to sustain the production of a product; (3) *marketing*: encourage the community to open up marketing channels of products produced; (4) *empowerment*: implementation rests on the willingness of society to prosper independently with the full encouragement of the government, through the integrated way related local work of government.

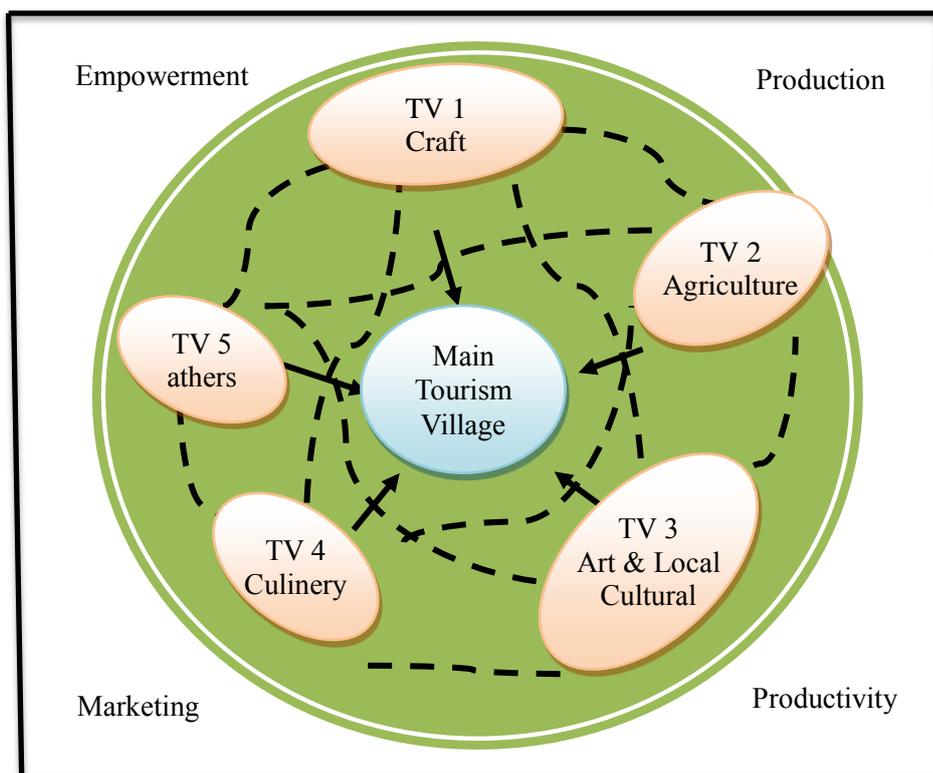


Figure 1: OVOD Development of Tourism Economic Model

### Indicator of the Success of OVOD Model:

Many facts indicate that the tourism area has created a growth that can encourage the acceleration of economic growth significantly, this is indicated by the establishment of production centers to serve the needs of tourists who visit the tourist destination. The success doctrine of the OVOD model is as follows (1) *socialization* of OVOD model that focuses on *potential village programs* that may be developed into tourist villages and their targets; (2) *community involvement*, the communities should be involved in decision-making, planning, coordination, implementation, and evaluation stages in the development and management of village destinations and people must also benefit economic from the development of these tourist destinations; (3) *government*, the government should be able to be a facilitator connecting destinations with the tourist market, spurring accessibility development where the OVOD program is developed, promoting and participating in the dissemination of knowledge and information in the development of the village destination (4). *Leadership*, leadership (pokdarwis) in the OVOD model is an important element in running the organization as well as the driver of the program, must be well prepared including a good pattern of leadership cadre. (5) *institutionalization*, strengthening of economic institutions is needed to carry out its strategic role in this OVOD program and must be institutionalized in the life of the community, all components of the organization understand the existing conditions in the village destination (Asriati, 2015).

As described previously Model OVOD interpreted as efforts of village communities to produce more goods and services based on sum-empowered itself to improve the standard of living and improve the quality of life of the community, the success of the model OVOD characterized by the following indicators; (a) the establishment of rural business group, (b) increased revenue and welfare, (c) the decline in the unemployment rate, (d) increased economic activity of rural tourism, (e) increased production (goods and services) and market opportunities, (f) rising levels of education and public health, (g) increasing the quality of human resources (innovative creative and productive), (h) the potential of natural resources are used optimally, but the environment is maintained

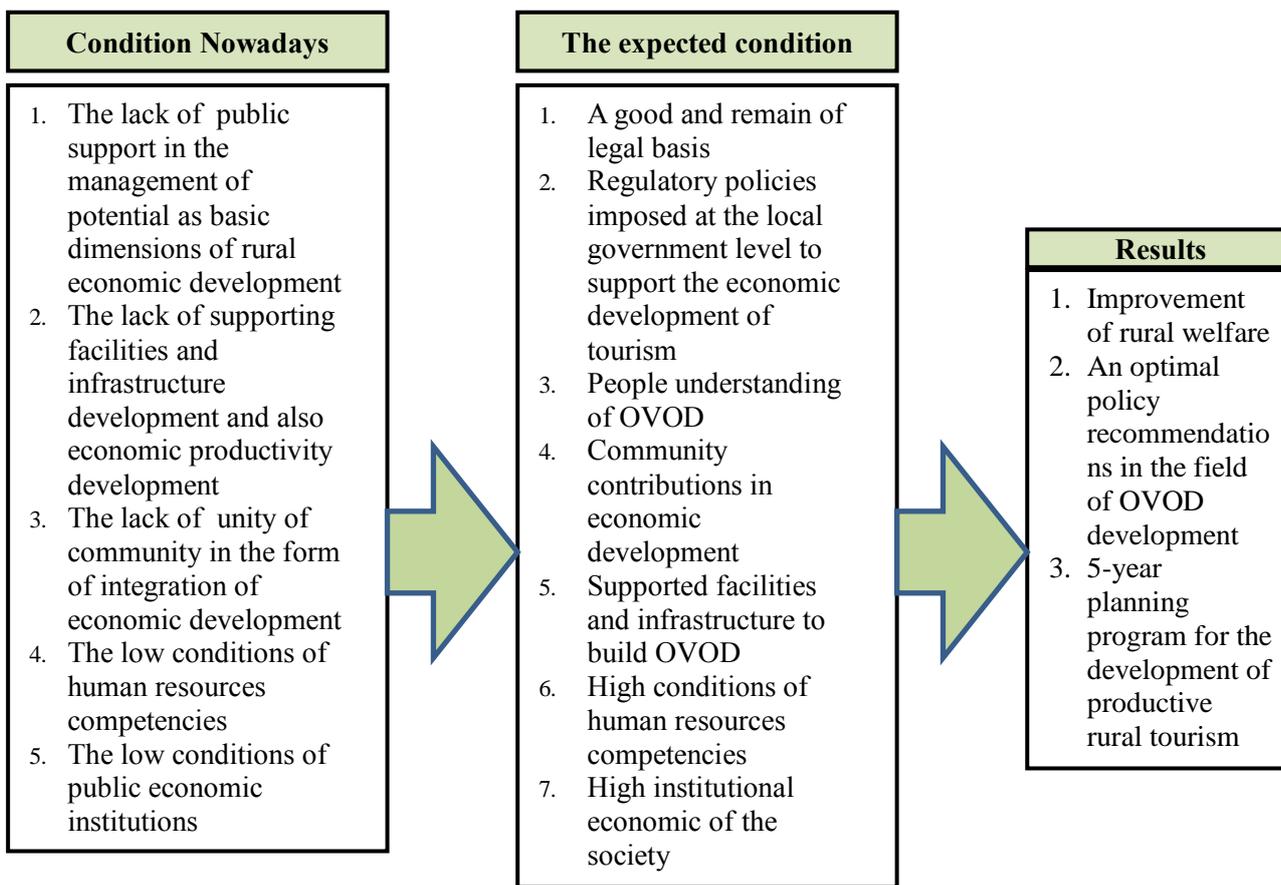
### PREVIOUS RESEARCH:

A review of previous research in this study using the integrated community development as done by Yudiarini, and Astiti (2014) concluded that: (1) insight and knowledge to the problem of production management and marketing network is still minimal, (2) the public has not engaged fully in activity and still focused on production activities; and (3) the role and function of public institutions as the umbrella organization has not run optimally. Zamhariri (2008) stated that organizations formulate strategies for community development in improving the economies of society to provide direction achievement of goals and development objectives and sustainable society. But do not show a significant effect on networking with other parties that are competent. The study recommends community development needs to harmonize relations with the network so that it can produce goods and services that are superior and competitive.

Research evaluation of the productivity approach villages conducted by Larasati and Susanto (2014) produced two key recommendations: (1) need consistency of government and public participation in the implementation and supervision of the program that had been developed, the development of product design craft, (2) the necessary role of the designer to develop a design that can understand the needs of the market at the same time defending the traditional values of craft and resolve problems faced by the industry

### RESEARCH ROADMAP:

OVOD Model is designed in order to empower the community to improve the independence and capacity to play an active role in the manifest-the availability, distribution and consumption of goods and services from time to time to take advantage of social and economic institutions that already exist in the villages. Dynamics and strengthening the community in the provision of goods and services is a government policy in encouraging the welfare of society and the strengthening pattern of reduction of unemployment and poverty, increase food security, increase the availability of goods and services.



**Figure 2: Research Activity of OVOD Model in Development of Tourism Economy**

The success rate of development of rural tourism in the long term depends on the support and synergy of actors, namely governments, investors, and the community to achieve stability condition of goods and services to support the needs of rural communities concerned. Success in the tourist village, developed the basic policy implemented by the government to pay attention to the dimensions of economic, social, and cultural societies, systemically designed in the form of working map (roadmap) as in figure 2.

**RESEARCH METHODS:**

The overall method used in the study as shows in table 1 (*variable, dimention, indicator, data source dan instrument, analysis methods and superficial*), the sample of this study amounted to 169 who filled questionnaires and interviews on 7 pokdarwis which then analyzed by descriptive method, composite index analysis, regression analysis, institutional analysis and logical analysis framework.

Table 2 shows the scale of measurement variables and data analysis OVOD Model in Bantul tourism village with the following considerations; (a) the typology of the village including the village potential in terms of pottery, woven bamboo and batik fabrics but the economy has not done well; (b) the competence of human resources needed for the production of medium level (c) the local has the potential to be developed into an industrial model of creative, unique, and quality which are owned by the village featured commodity varies (tourism, agriculture, industry, households, home stay, culinary and culture), (d) economic institutions available to support such Pokdarwis tourism enterprises, cooperatives and travel agents, (e) having community leaders in mobilizing communities, (d) might develop into a center of economic growth and development of new entrepreneurs who can welfare the society.

**Table 1: Variable, Dimention, Indicator, Data Source dan Instrument, Analysis Methods and Superficial**

Kind of data	Variable	Dimention	Indicator	Source and instrument	Analysis	Superficial
Primary	Physical	Nature resources potential	1. Geographic potential 2. Location of the trade center	Village and respondent (quisioner)	1. Composite index analysis 2. Regression analysis	1. Type of productive travel village 2. significant factor of inhibiting the productive tourism village 3. Village acceleration of productive travel model 4. productive policy of development of rural tourism Strategy 5. Preparation of rural tourism development program of productive
		Main comodity	1. Types of vegetation/non-vegetation 2. Done by farmers/not 3. Quality and quantity 4. Product sustainability 5. Marketing of product			
	Economy	Market	1. Marketing and market access 2. Marketing infrastructiure access 3. Transportation 4. Warehouse			
		Technology	1. RT-Scale product processing 2. Medium scale agro-processing			
	Social	Human resources	Motivation, participation, cooperation, skill, ability, innovative and creativity			
		Institutional	1. KUD 2. cooperatives 3. productive tourism village manager	Village	1. Institution analysis 2. Logical analysis framework	Village information
Secondary	1. Village profile 2. Institutional profile			Village		

**Table 2: Scale Measurement and Classification of Productive Tourism Village**

No	Dimention	Unproductive	Less productive	Quite productive	Productive	Very productive
1	Main commodity	1.0 - 1.9	2.0 - 2.9	3.0 - 3.9	4.0 - 4.9	5
2	Geographic potential	1.0 - 1.9	2.0 - 2.9	3.0 - 3.9	4.0 - 4.9	5
3	Market opportunity	1.0 - 1.9	2.0 - 2.9	3.0 - 3.9	4.0 - 4.9	5
4	Technology	1.0 - 1.9	2.0 - 2.9	3.0 - 3.9	4.0 - 4.9	5
5	Human resources	1.0 - 1.9	2.0 - 2.9	3.0 - 3.9	4.0 - 4.9	5
6	Institutional	1.0 - 1.9	2.0 - 2.9	3.0 - 3.9	4.0 - 4.9	5

**DISCUSSION AND THE RESULT OF THE RESEARCH:**

**Profile and Physical Condition of Bantul Tourism Village:**

*topography*, in the topography of the village Bantul longitudinal direction of the North - south in the eastern region are the provincial road, the path toward Parangtritis travel. So that is the link between the districts of Bantul and Gunung Kidul. Bantul flat condition of the area and traversed the river Opak on the west of the village; *hidrology*, Bantul traversed the river on the ground that the river waters opaque so as to agricultural land as part of the dam Tegal. Tegal is not only irrigating agricultural land but also has a natural beauty that has the potential to develop tourism and the potential for freshwater fish farming; and *geology*, the village area of Bantul has geological circumstances in the form of alluvium plains. As stretching from the cone of the volcano to volcano fluvial plains that include Sleman, Yogyakarta and Bantul districts portion including volcanic landscape.

**Institutional Analysis:**

Bantul community's seriousness for forming a group of institutional business is driven by (a) non-availability of sufficient jobs, (b) Bendung Tegal built in the region Bantul and (c) the desire to add revenue. Bantul community institutions built with the insight that combines tourism, education and agriculture with the

following considerations (1) The potential of natural resources in the form of an opaque river dams for water tourism (2) The existence of sufficient agricultural land, (3) Traditional Farming still well preserved and (4) Lack of understanding of the process of farming to the younger generation, especially from urban areas.

Bendung Tegal is a dam that spans the river flow Opak. Dams Tegal Tegal tourism potential duo developed as a tourist attraction through the provision of various support facilities tourist village of Bantul, while maintaining the weir tegal as a major tourist attraction. Travelers can enjoy a wide panorama / attractions Bantul namely weir Tegal, houses Limasan, Joglo, agricultural activities by planting pattern S.R.I systems for: *Adding traveler interest in the arts, culture and traditional food with activity: Art Group gejong mortar, soldiering Art Group, Art Group Karawitan, Batik Art Group, Kenduri, bancaan, Group of Fish Farming, Fishing pool and Group Goat.* Provide knowledge, and interests of travelers regarding agricultural activities which are with the villagers and the villagers feel the life by staying at home/home stay.

**Main product of Bantul Tourism Village:**

No	Main Sector	Types of business
1	Tourism	Bendung tegal, farm tour, Museum
2	Agriculture	farming, rice, Palawija, coconut, banana, Melinjau
3	Fishery	Freshwater fish farming
4	Livestock	Cow, buffalo, duck, goat, chicken, and rabbit
5	Small industry	Tempe keripik, Emping, Tempe, photo frame, recycled crafts

**The Price of the Product of Bantul Tourism Village:**

No	Types of Product	Price	Description
1	Home Stay	75,000.00	24 hours/person
2	Agriculture	400,000.00	40 people
3	Genduri	1,000,000.00	40 people
4	Wiwit	500,000.00	1 Pack
5	Wedding	15,000,000.00	1 Pack
6	Gejong Lesung	1,000,000.00	Complete
7	Ketoprak Lesung	1,000,000.00	Complete
8	Wayang Kulit	7,500,000.00	Complete

Action plan OVOD models involving cross-sector activity, for it is necessary for the organization of the institutional system which are effectively both at the central, provincial, district, sub-district and village just as in table 3.

Program development of OVOD model formulated by the working group that serves as a node of coordination to facilitate the implementation of the action program in stages in the village, district, provincial and national good views of the operational rules, collective choice rules and constitutional rules from the central, provincial, district, districts and villages was instrumental in the implementation of the duties and functions OVOD every institutional level should be drafted clearly and comprehensively.

**Table 3: Role of Institutional Level Village Tourism**

	Name	Level	The formation and role
1	Directorate of national productivity development	Central	Program of coordinator of productive travel village
2	Unit/office of labor productivity	Province district	Responsible for the action program of rural tourism
3	Pokja of tourism economy	Sub-district	Implementing activities of a tourist village
4	Head of village	Village	The executive coordinator of rural tourism program
5	Village tourism economic team		1. Responsible for the operational programs of rural tourism 2. Actor that drives the development of rural tourism

**Overall the institutional analysis in this study was found as follows:**

The functions and roles of the operational rules, such as rules that are operational to set the rewards and punishment does not exist. Business groups that have a good record of doing business has not been awarded, sanctions for business groups late in doing development healers capital as well not exist except for those who interact with bank financial institutions individually.

The functions and role of collective choice rules and constitutional rules have not been running. Additional the mechanism of coordination and institutions synergy have not been implemented optimally.

**LOGICAL ANALYSIS FRAMEWORK:**

**Stakeholders Analysis:** (a) *Central government*, the central government has an important role in the implementation of the OVOD model. The central government has the authority to do the coordination and integration of activities related institutions in the implementation of Model OVOD program, formulating policies in the program OVOD models, as well as assisting solved the problems encountered in the implementation of the program OVOD Model. Once, the central question of government is the Directorate of National Productivity Development (b) *Local government*, the local government had a role in the success of the program OVOD model. Local governments have the duty and function to socialize, formulate OVOD Model program, and coordinate of planning and implementation activities across sectors in Tourism Economics program, as well as to identify and solve problems in program implementation OVOD model. The local government is among other things the government once / provincial departments / districts, the executing agency development of business, government sub-district and village administrations (c) *Business group*, the business group is an actor who became the starting point of the program's success of the tourism economy. Membership of the business group is fastened with a sense of unity and togetherness by friendship networks and allows them were able to carry out certain activities. Increased capacity of the members of the group carried through training and counseling by a program of assistant instructors of the tourism economy, (d) *Financial institutions*; financial institution is one of source of funds to support the sustainability program OVOD Model. This can be realized in the form of loans and investments to give businesses, particularly cluster group that is engaged in diverse production / business, (e) *Non-governmental organization*; governmental Organization (NGO) played a role in the success of the Model OVOD. Together with the community, NGOs can oversee and supervise the program OVOD Model. In addition, NGOs can provide training business groups in order to be succeed in business.

**Problem Analysis**, some of the causes of the problems avoid on model implementation are as follows: (a) the education level of the rural communities that cause the quality of human resources is also very varied, (b) lack of training led to sparse rural communities who have special skills (soft skills) in business development, (c) limitations of venture capital to the limited development of the business community, (d) lack of innovation and technology in product development led to the business group did not develop (stagnation), (e) machinery and equipment production is very simple because of lack of value added products, (f) failure in business groups / crop failure cause difficulty in returning venture capital.

**Analysis of Objectives and Evaluation Structure of LFA**, the main objective of the Model ovoid is to improve the food security of society through the utilization of resources, institutional and local culture in the countryside. That is, with the OVOD model expected food insecurity of rural communities will be back having the ability to achieve food security and nutrition, so that they can live a healthy and productive life. Such efforts can be done through empowering people to recognize the potential and seek alternative opportunities and solving problems, and be able to take decision to use natural resources efficiently and sustainably, and to enhance the independence of the community. The expected result is the availability of venture capital and the business group integrated more complete supporting facilities and reduced the poor. Structured *table 4 shows* above shows that it can be used to evaluate the success of the OVOD model in achieving this goal.

**Composite Index Analysis**, table 5 shows the value of a variable responsive to above 1, thus it can be concluded that (1) If the variable featured commodities, the potential of natural resources, access to markets, technology, human resources, and institutional increased output, the thrust and the stronger the impact of these variables on the improvement of people's income, (2) Bantul travel rural communities can enjoy the fruits of their tourist village in generating and managing featured commodities, the potential of natural resources, technology, human resources, institutional positive impact on the improvement of people's income, (3) The variable index market is still small compared to other indices against partum-harbor tourism economy, is likely caused by the observation of the market through marketing that is not optimal, thus this study recommends the need for market analysis to formulate appropriate marketing strategies both in both programs of promotion and marketing strategies proportionate

**Table 4: Structure of Operational Job Evaluation of LFA**

Log frame	Naration	Indicator and performance target	Evidence	External factor
Impact	Conservation efforts	The formation of the continuous effort (from business groups, traders, distributors, industry for consumers	1. Relative prices do not fluctuate 2. Balancing of supply and demand	The cooperation and vision of the various parties concerned
Benefit	1. Improve the welfare of the population 2. Alleviate the poverty 3. Absorbing the labor 4. Increasing the growth of rural economic	1. Reduce poverty population 2. Reduce the number of employment 3. Increase the economic growth	Data (local government or CPM) of development of the economic conditions of rural communities	Control and supervision of government through relevant agencies
Outcomes	1. Increased production of goods and services 2. Be able to compete on a national and international level 3. Increasing rural incomes	1. Abundant production 2. Better quality 3. Increase local revenue	Record of production 1. BPS/ CPM 2. Qualitative analysis report 3. APBD	1. Operational conditions supported 2. The absence of control over the sales price of products
Outputs	1. stages of business development planned 2. improvement of production process	1. the standard method of development 2. Production of quality of goods and services	1. Guidelines for the management of micro, small and medium enterprises 2. Business progress	Operational conditions which favor of the absence of new diseases arise
Activities	1. Establish business units of integrated community 2. Involve the role of government, public and private sector 3. Make cooperation with governments, universities, private sector and related institutions 4. Improve production quality 5. Held a training for business group		1. Human resources development 2. Facilities and infrastructure 3. Venture capital	1. Ease of getting venture capital 2. Availability of production

**Table 5: Composite Index of OVOD Model**

No	Variable	1	2	3	4	5	Σ
1	Featured commodities	2.22	2.86	2.21	2.59	3.65	13.53
2	The potential of natural resources	2.29	2.87	3.25	2.57	3.80	14.78
3	<b>Market opportunity</b>	<b>2.21</b>	<b>2.01</b>	<b>2.04</b>	<b>2.03</b>	<b>4.13</b>	<b>12.42</b>
4	Technology	3.19	2.09	3.12	2.66	2.88	13.94
5	Human resources	2.33	2.30	3.17	2.57	2.76	13.13
6	Institutional	3.23	2.93	2.98	2.68	2.84	14.66
Composite index		15.53	15.16	16.97	15.77	20.46	83.89

- 1 = rural business group
- 2 = Increased Revenue and welfare
- 3 = The decline in the unemployment rate.
- 4 = Improved economic productivity of rural tourism
- 5 = The increase of production of goods, services and market opportunity

**The result of multiple linear analysis:**

Table 6 shows that the value of the variable coefficient OVOD models in all cases positive and significant effect on the increase in rural incomes Bantul travel. Thus the model explains OVOD have power in every dimension of the independent variable in changing people's income increase.

**Table 6: The result of regression analysis**

Model	Coefficients <sup>b</sup>		
	$\beta$	t	Sig.
Featured commodities	0.428	4.635	0.030
The potential of natural resources	0.614	6.091	0.012
Market opportunity	0.458	5.364	0.026
<b>Technology</b>	<b>0.159</b>	<b>3.747</b>	<b>0.044</b>
Human resources	0.375	5.005	0.037
Institutional	0.321	4.698	0.042
R = 0.866, Adjusted R Square = 0.819, F = 72.099, Sig. 0.000			
b. <b>Dependent Variable:</b> improve household incomes			

**DISCUSSION:**

Increased tourism economy designed based on qualitative and quantitative targets in supporting economic activity at the village level. Model OVOD is a medium of learning for the community and village officials to make decisions in a democratic and transparent included planning, implementation and preservation programs.

**Improvement of Society Revenue:**

For study of leading commodity, geographic potential, market access, techno-logy, human resources and institutions is to improve household incomes quantitatively using composite index analysis, and multiple linear equations. Both of these analyses showed consistent results. Value of simultaneous linear equations  $F = 72\ 099$ ,  $p < 0.05$ , which indicates that featured commodities, the potential of natural resources, access to markets, technology, human resources, and institutional and significant positive effect on the improvement of people's income. There are two conditions that are required in an increase in people's income:

First, the capabilities and potential of the community require the intervention and participation of the government in providing technical assistance development of tourism, agriculture, fisheries, livestock and small industries as a source of economic growth of tourism to be more productive, which is directly able to create jobs and activities economy (the new) can accommodate labor. This condition will automatically reduce the percentage of low-income segments of the population will fall, which in turn will reduce the poor and thus increasing the average revenue of community.

Second, the research also showed that the provision of venture capital and the provision of infrastructure and facilities can either activation of tourism, agriculture, fisheries, livestock and small businesses more productive for me-increase incomes. This increase will affect the investment push improvement of production. Increased production will increase income and taxes.

**Featured commodities:**

The results of the analysis of main commodity is  $\beta = 0.428$ ,  $t = 4.635$ ,  $P < 0.05$ , this me-showed that the leading commodity and significant positive effect for income. It means that the higher production leading commodity, then the people's income will also increase. The power leading of commodity in people's income increased by 37%. For enhancing the competitive commodities, people movers with the group of rural tourism: (1) the improvement of production factors such as the management of the areas of production / per-agriculture, replanting, and the production of seed-related commodity demand and prices and trade aspects, (2) the intensification is to increase the use of capital (the cost for the purchase of fertilizers, pesticides, seeds and business development of non-per-agriculture), workforce management (management) production resources and technology to land a fixed (ground), and (3) strengthen Tourist Farm Business development as an important part of efforts to strengthen the economic structure of the village itself has created the multiplier effect on the total economy of the village. This is done through the development of education and training, provision of infrastructure and the price of government intervention

**Potential Natural Resources:**

The results of the analysis of the potential of natural resources (SDA) found  $\beta = 0.614$ ,  $t = 6.091$   $p < 0.05$  indicates that increasing people's income depends on its ability to optimize the use of natural resources with fixed-take into account the sustainability. The power of natural resources in improving revenue opportunity of

society increased by 53% in supporting the survival of society Bantul. The faster growth will be more and more goods are required in the production process. In turn reduces the potential availability of existing resources in Bantul. Thus a positive and significant influence of the quantity of use of natural resources (agricultural tourism resources, fisheries, livestock, and small industries) against the growth of economy could negatively impact the local SDA. Therefore, people with the group driving the tourist village needs: (1) build awareness of recycling of the waste (waster) production and household consumption. Recycling is qualified technology in the small-medium scale capable of providing value-added economy, social harmony and environmental sustainability, and (2) develop their awareness of environmentally sustainable economic growth by treating SDA and look at the positive side or negative. This requires two important instruments (a) general plan of spatial analysis (RUTR) and (2) environmental impact assessment (EIA). RUTR and it became mandatory EIA used in order to optimize the use of land production and control the environmental impact of economic activities for environment, thus the sustainability of business productivity of tourism village can be assured that in turn will increase revenue ma-society.

**Market Opportunity:**

The results of the analysis of market opportunities discovered  $\beta = 0.458$ ,  $t = 5,364$   $p < 0.05$  indicates that the market opportunity influential positive and significant impact on the increase in people's income, the more able to capitalize upon market opportunities, income to the villagers of Bantul travel will be more increasing. 40% power market opportunities in increasing people's income of Bantul. In addition, the study also found traditional market research results, turnover-selling pen villagers of Bantul travel at constant 2009 average turnover of sales people is IDR. 10,678,105, 2014 me-increased to IDR. 11,713,754, in 2015 (September) is showing that public sales turnover significantly increase people's income amounted to 2,047,697 per month.

Description	Nominal (IDR)	Counted	Sign.
Current price advantage - 2015	2.195.027	16,632	0.000
Constant price advantage - 2009	2.047.697		
Difference	147.330		

In particular strategies to optimize market opportunities tourist village of Bantul in attracting tourists is build partner marketing (partnership marketing), developing a network marketing (network marketing) and conduct joint marketing (co-op marketing) with a travel agency, bureau tourism promotion, hospitality and other relevant.

**Technology:**

The empirical findings show that the variables of this technology is able to encourage people to produce products simultaneously affect their income ( $\beta = 0.159$ ,  $t = 3,747$ ,  $p < 0.05$ ). In the case of Bantul village tourism, power technology in the production process, only 14% (very small compared to variable eat it) to increase people's income is in line with the concept of tourist farm business, mainly due to: (1) The use of technology in processing the agricultural land will actually eliminate the attractiveness of the tourist village of Bantul itself, as well as in industry-household to (a) business group, tempeh, photo frames, crafts recycling (b) business group of *tempe* chips, crackers, Palawija, coconuts, bananas, and *melinjau*, (c) a business group of cows, buffaloes, ducks, goats, chickens and rabbits and rice processing does not require technology, and when processed by hand can be the main attraction for tourists. Lian tourist places like the weir tegal, agricultural museum and the cultivation of freshwater fish also do not require high technology (2) Although the effect of total factor productivity (TFP), which is considered as the technology advances based capital level of output per effective labor (labor that was working), the level of efficiency and effectiveness of the production process, but for the village of Bantul, TFP is not the key driver for improving the local economy, and (3) The use of communications technology bebasis computer and other communication technologies required for the promotion of the interests of the village of Bantul eg travel websites, and other social media deemed most relevant.

**Human Resources:**

The coefficient of partial Human Resources (HR) in this study was found  $\beta = 0.375$ ,  $t = 5,005$   $P < 0.05$ , demonstrating that HR Bantul positive effect and significant in improving its earnings, therefore, if the quality of human resources Bantul increases, the per capita income they will increase. The power of Bantul HR in changing the income increased by 32%. This research confirmed that: (1) HR has a strategic role in the

production factor in producing goods and services, affecting businesses and revenues to meet the level of income from time to time in line with the increase of family members, pressure changes or the development of their own needs, (2) the process of economic growth Bantul village tourism should hinge human resource development as the main condition of continuity (a) business group, *tempeh*, photo frames, crafts recycling (b) business group *tempe* chips, crackers, Polowijo, coconuts, bananas, and *melinjau*, (c) a business group of cows, buffaloes, ducks, goats, chickens and rabbits, (d) the business group weir tegal travel, farm museum, and (e) a group of freshwater fish cultivation, and (3) design the economic development of tourism (tourism economic growth) Bantul village in the long run should be designed from the change in the quality of human resources and the creation of conditions conducive to contribute to the improvement of living standard, people's welfare, decreased movement of migration, poverty reduction, as well as improvement in social indicators other.

### **Institutional:**

Results of empirical studies show that the institutional business group travel Bantul village communities can improve people's income ( $\beta = 0.321$ ,  $t = 4.698$   $p < 0.042$ ). In the future, 28% of institutional power community business group was able to increase public revenue, therefore; (1) institutional economics villagers of Bantul (Pokdarwis) to be more effective in moving tourism activities, market development, the creation of an atmosphere or climate that allows people to increase their incomes and competitiveness, (2) institutional empowerment of rural communities through expanding the quality of human resources, the development of networking and partnership resilient, dynamic and independent. With institutional empowerment is expected to mobilize stakeholders to participate actively in the implementation of the economic program of tourism. In addition, a clearer division of roles, each party influences authority and responsibility, so that the system management program of tourism economy can be implemented optimally, (3) institutional Development Enterprises, specifically used to encourage and guide the community to be able to cooperate in the economic field as a group / organization, for: (a) make larger venture capital (b) enlarge the scale of business (c) his improve the bargaining position (bargaining position), (d) improve the efficiency and effectiveness of operations and (e) the establishment of joint groups / associations on the basis of the needs or interests of the group itself (4) development of capital institutional; empower an activity by providing facilities that are educational, so as to eliminate the dependence and self-reliance will grow and able to try the market system, and (5) development of networks and partnerships, community of Bantul has the SDA with a range of businesses but are always faced with various constraints and limitations, such as limited scale, venture capital, business skills, production and marketing, and cooperation partnerships.

Furthermore, the Government, the Working Group, Pokdarwis has to initiate the establishment and development of business partnerships and networking and marketing or promotional Bantul as a tourist village that is worth visiting. If the partnership is successful marketing or promotional bring tourists in the number of inappropriate, you can bet multiplier effect will create a better and encourage the movement of agriculture, fisheries, livestock, and small industries in the village of Bantul.

### **CONCLUSION:**

Excellent commodity tourist village of Bantul vary according to geographic potential and expertise of human resources (local communities), featured a commodity integration can strengthen the structure of tourism revenue growth of local communities

The growing interest and commitment of rural communities to develop the village into a tourist village productive in creating superior products that provide a multiplier effect for increasing employment and employment opportunities as an indicator of support and driving force in the development of creative economy based on the empowerment of rural tourism in fostering productive existence is capable of being embryo production centers and centers of growth in accelerating the fulfillment of basic rights of life.

Analysis of the composite indexes and the inferential of OVOD of formed of variable seed commodity, geographic potential, market access, technology, human resources, and institutional and significant positive effect on: the formation of a rural business group, increased revenue and welfare, the decline of the unemployment rate, increased economic activity of rural tourism, increased production (goods and services) and market opportunities.

The role of the district / sub-district / village as a spearhead in the public service is competent in a society of empowerment and development efforts of community organizations. In the implementation of Model OVOD necessary to develop productive institutional growth, development, and independent for the benefit of society. Design of the institutional system of the rural economy involving cross-sector activities that started from

Village Chief, Department of Agriculture, Fisheries, Industry, and Tourism Department of the Office of Rural Community Pember-contracting out tasks.

### RECOMMENDATIONS:

Therefore the OVOD model is able to increase incomes and reduce poverty, the Bantul Village Economic Development Tourism (rural tourism) should be continued through networking and partnership development business group trafficked development required in business scale, business management, capital, technology, business skills, production and marketing of the pattern of cooperation which is a mutually beneficial partnership, on the basis of the assets owned by each party that partner.

The government of Bantul must continue to help promote the tourist village of Bantul, included in the "Java Promo" or tourism development cooperation forum Daerah Istimewa Yogyakarta-Central Java. Other efforts made institutionally by cooperating with academics from universities to guide managers and aware group travel (Pokdarwis) to implement the management of rural tourism both integrated by excellent products villages and providing training, counseling and intensive assistance in the development of society. Besides, the government still guarding and overseeing the implementation of the model in the development of rural tourism OVOD productive through good as well as the institutional coordination and synergy of all stakeholders related

Index market access in this study found the lowest, therefore it is expected the further research for the purpose of: (a) photographing the current condition of the traveler's response to the products of the village of Bantul travel either by domestic travellers and foreign countries; (b) increasing reference source for understanding the interest of tourists in order to provide tourism services; (c) raising awareness and preparedness destination managers and tourism players in providing similar service to tourists (Bashar. and Al-Ajloni, 2012).

Improvement of quality, product development strategy and business travel is done by: (a) capital adequacy stimulant for each group of tourism businesses; (b) Involvement in strengthening the development potentials of the community; (c) involvement department of tourism and community development agencies in various activities featured product marketing for the introduction of rural tourism appeal of the tourist village of Bantul; (d) group management capability development effort done in a planned, organized and systematic; (e) the development of the village in order to appeal more attractive than other similar areas with complementary supporting infrastructure; (g) regularly held the race village tourism (annually) which is specifically organized to support or commemorate certain days (e.g. days of national holidays or days of world tourism or the so Bantul or other woods); (h) periodically need to do a review of the uniqueness of its tourism products in order to continue to provide the main attraction for tourists; (i) provision of assistants to improve the quality of human resources; (j) increasing the promotion as a means of introduction of product excellence and existing attractions village; (k) improving the quality of facilities and infrastructure supporting access to tourist destinations, (l) conduct joint promotions with regions / countries, and (m) increased security and comfort for visitors of village tourism (Kamat, 2011).

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