

## **Rural Tourism in Ponorogo East Java Indonesia**

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### **ABSTRACT**

Rural tourism is one of the prominent programs of Ministry of Culture and Tourism in Indonesia. Since 2011, the program has been integrated into the national agenda for empowering the community-based tourism called “*Pemberdayaan Masyarakat Mandiri Pariwisata*”. This program has been implemented widely as one of the economic activities to improve regional income. This research aimed at identifying and analyzing the possibilities of the three villages in District of Ponorogo, East Java Province of Indonesia to be selected as rural tourism areas, and the program will be funded by the local government. The three villages are located near the popular tourism destination in Ponorogo, i.e., Jurug, Ngebel and Gondowido. Five main aspects have been surveyed in each village: economic activities, local products, agriculture potencies, forestry (environment), and cultural and social life of the people. The five main elements of tourism destination — attraction, accessibility, amenities, tourist package, and ancillary services have also been identified. Survey, focus group, observation, and interview with the participants representing the stakeholders were conducted to collect the empirical data, and the data were further analyzed based on the SWOT. The study found that Jurug village is poised to become a rural tourism destination as compared to the other two villages — Ngebel and Gondowido. Some environmental problems were also found at Ngebel, which negatively impact the life of people surrounded.

**Keywords:** Rural tourism, SWOT, tourism destination, Ponorogo, East Java