

Gender Construction in Agrotourism Destination

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This article examines the construction of gender in employment in the tourism industry and analyzes the factors that influence the construction of gender in tourism employment. Thus from this papers are expected to provide an overview of gender construction contained in the tourism industry, as an input to the stakeholders the decision to formulate basic policy/program development of tourism.

This study used a qualitative approach to get a holistic description of the research problem. The research location was in Batu City as one of the icons of the tourism industry in East Java. Targets consisted of two spectra that individuals and institutions. Data retrieval is done by in-depth interviews, observation and use of documents/secondary data. Data analysis was performed using content analysis (content analysis).

Agritourism industry is creating a network of upstream and downstream industry of a long and complex (variegated), most of which are labor-intensive. Agritourism has created employment and business opportunities for the communities around the destination, especially women. However, there are also gender discrimination in the labor market tourism industry employment.

Development of the tourism industry can not be separated from the social construction of gender roles culturally given, position, and natural differences between men and women. The implication of a labor gender division refers to the socially constructed stereotypes culture. Other impacts of agritourism development on the dual role of women in tourism destinations where there are claims of women who were involved in the sector of employment/business tourism (public) shall also remain responsible for domestic role (household). While in men there is a dual role. Thereby, the increasing of tourism development is strengthening gender construction that has developed in the community. The tourism leads streereotype of job characteristics appropriate/suitable for women and men who eventually gave birth to segregation work. The construction of gender in the agritourism sector is influenced by the pattern of recruitment of male-dominated as an officer, which in it contains a perception of bias about men and women. The recruitment consequently produces different groupings of job tipe and positions in both men and women. Types of small business development in Batu also affect women's employment. Women are considered better to work in small industries due to small industry characteristics is suitable for women.

Keywords: agritourism, gender construction, gender discrimination, work segregation



KONSTRUKSI GENDER DI DESTINASI AGROWISATA

Intisari

Artikel ini menganalisis tentang konstruksi gender dalam pekerjaan di industri pariwisata dan menganalisis faktor-faktor yang mempengaruhi konstruksi gender dalam lapangan kerja di sektor pariwisata. Tulisan ini diharapkan dapat menjadi masukan bagi para pemangku kepentingan dalam merumuskan kebijakan dasar / program pembangunan pariwisata.

Penelitian ini menggunakan pendekatan kualitatif untuk mendapatkan gambaran holistik dari masalah penelitian. Lokasi penelitian di Kota Batu sebagai salah satu ikon dari industri pariwisata di Jawa Timur. Sasaran terdiri dari dua spektrum yaitu individu dan institusi. Pengambilan data dilakukan dengan wawancara mendalam, observasi dan penggunaan dokumen / data sekunder. Analisis data dilakukan dengan menggunakan analisis isi (content analysis)

Industri Agrowisata telah menciptakan jaringan industri hulu dan hilir yang panjang dan kompleks (beraneka ragam) sebagian besar bersifat padat karya. Agrowisata memberikan peluang kerja dan usaha bagi masyarakat di sekitar tujuan, termasuk perempuan-perempuan. Namun, terdapat diskriminasi gender di pasar tenaga kerja pariwisata.

Pengembangan industri pariwisata tidak dapat dipisahkan dari konstruksi sosial peran gender budaya memberi, peran dan posisi berbeda pada pria dan wanita. Implikasi bahwa pembagian kerja berdasarkan gender yang mengacu pada konstruksi sosial stereotip budaya. Dampak lain dari pengembangan agritourism adalah peran ganda perempuan di destinasi pariwisata mana perempuan yang terlibat dalam sektor lapangan kerja / usaha pariwisata (publik) juga harus bertanggung jawab untuk tugas-tugas domestik (rumah tangga). Sementara pada pria ada peran ganda. Pengembangan agrowisata menguatkan konstruksi gender yang telah berkembang di masyarakat. Pariwisata melahirkan Stereotipe pada karakteristik pekerjaan yang sesuai / cocok untuk wanita dan pria yang akhirnya melahirkan karya segregasi. Konstruksi gender dalam pengembangan agrowisata yang dipengaruhi oleh pola perekrutan yang didominasi laki-laki, dimana didalamnya mengandung persepsi yang bias tentang laki-laki dan perempuan, akibatnya perekrutan menghasilkan pengelompokan jenis dan posisi pekerjaan untuk pria maupun wanita. Jenis pengembangan usaha kecil di Kota Batu juga memengaruhi kerja perempuan. Wanita dianggap lebih baik bekerja di industri kecil karena karakteristik industri kecil cocok untuk wanita.

Kata kunci : agrowisata, konstruksi gender, diskriminasi gender, segregasi pekerjaan

A. Introduction

Prospects of tourism in the future according to the World Tourism Organization (WTO) is very promising. The growth of international travelers (inbound tourism) in 2011 reached 4.4% or as many as 980 million people. In 2020 the international travelers is expected to reach 1.602 billion people and generating revenues of USD 2 trillion. Today tourism is the main export commodity of the five at 83% WTO countries, contributing 37% of international trade commodities, as the main source of foreign exchange in 38% of the country, instrumental as contributing 10-12% of GDP, and is able to absorb at 7-8%. (WTO, 2011). Thus the tourism industry contributes significantly to the global economy and has the potential to be developed in the world (Choi and Sirakaya, 2001). Development of tourism is today considered as a fast growing industry and a new social and economic forces in the world (McIntosh et. Al, 1995:4). The tourism sector is expected many developing countries as a source of invisible exports to gain foreign exchange. Therefore they establish tourism as a priority sector in development policy (ESCAP, 1996: 9).

The impact of tourism on communities in Southeast Asia showed that tourist arrivals also allows members of the public, especially housewives have the opportunity participate in economic activities, such as service facilities in the provision of lodging and breakfast, open a restaurant, or other goods in their own homes. There are so many business opportunities on offer. The greatest proportion can be done by women compared to other modern sectors. In the case of a traditional village in Taiwan showed that of 470 full-time jobs gained in the local

area, half filled by women. This study concludes that the tourism industry provides a positive economic impact on the community, especially women (Hatton, in Yemen and Mohd, 2004:585). Although tourism is often considered to provide access to jobs for women, but considered the tourism industry produces gender discrimination in the form of the division of labor between men and women. Gender division of labor found in the tourism industry in Cornwall, UK, Ireland, Greece, and the Caribbean (Sinclair, 1997:4 - 5).

This paper purpose are analyzing the construction of gender employment in the tourism industry and describe the factors that influence the construction of gender employment in the tourism sector.

B. Conceptual Framework;

One of the expected benefits from the development of tourism in developing countries is the creation of jobs and employment (Gray, 1974: 395; McCloy, 1975: 49; Mathieson and Wall, 1982: 43). Employment opportunities arising from tourism industry by Janata (in Warpani: 2007: 88) can be divided into two groups namely the dynamic and static sector. Is a dynamic sector activities associated with travel agents, tour operators, tourist transport and other related services. Is a static sector efforts related to accommodation, hospitality, food and drink services / catering services, entertainment, souvenirs and so on. The tourism industry is creating a network of upstream and downstream industries are long and complex (variegated), most of which are labor intensive.

Amount of employment in the Tourism sector is quite large. Percentage of employment generated in the tourism industry several countries in 2000 (Wall and Mathieson, 2006: 131), are: Canada (3.7%), Australia (6.8%), Ireland (7.7%), Seychelles (38%), Macau (32%), Maldives (36%), and Bermuda (56%). In Indonesia open employment in the tourism sector reached 8.8% of total employment ratio between 1:14,5. John Naisbitt predicted that international tourism sector employment ratio 1:9 (Yoeti, 2010: 13).

Before discussing the impact of tourism on gender construction, first must be understood how the early involvement of women in the tourism sector. At least

there are 3 main reasons that drive women to work t must the economic reasons for looking for income, social reasons for increase in maasyarakat social status, and reason for self-actualization (Manginsela, 1997:67). The third reason can work together or singly.

Tourism has provided access to jobs for women. The presence of women in the tourism sector generally by Bull (1991) has the tourism industry workforce characteristics: (1) a lot of work that unskill, (2) have a high turnover rate, (3) requires labor in large quantities / bulk, and (4) in some parts do not generate employment opportunities. With such characteristics of women and men entering the labor market and form the structure of gendered labor (Hochschild, 1983, Smith, 1989; Cukier, Norris and Wall, 1996:250; Kinnaird and Hall, 1994; Swain, 1995). Many women occupy jobs in the tourism sector, particularly the low-wage, are part-timers, seasonal, while more men working in managerial (Sinclair, 1997).

Labor structure that have different characteristics between men and women can be explained by the theory of Neo-Classical, theory and the theory of gender partentagakerja segment (Anker and Hein, 1990:7-13). According to neo-classical theory of structural differences in labor influenced differences in human capital access. Men get priority in human capital investment by the family than women so it has a high competitiveness in the workplace. In the meantime, if viewed from the theory of labor market segments, there are 2 categories of work that is progressive job is male dominated because they have skill. Many women are in static job according to their skill level is low. Of view of the theory of gender differences in the position of men and women in the workforce has actually been started from families where men are more involved in the public sector and women in the domestic sector. Status of women in the care of the household sustainability is higher than men (heads of households). The dominance of the role and status of women showed a high potential for controlling and directing his household, to the better or to the worse (Elizabeth, 2007:128).

When entering the world of work that can be accessed women's work is usually characterized as the work is done in the domestic sphere. According to the theory of the gender division of labor source gender is a cultural norm that defines

the different status of men and women. Swain (1995:258) states gender as culturally constructed system associated with femininity and masculinity ideology, in relation to the social structure resulted in a division of labor in the tourism, sexuality and power between men and women. Gender is a social construction that messing compartmentalize cultural characteristics, and the role of human activities into categories of feminine and masculine gender also means that everything that is done or thought of as men and women, not on biological but on the basis of its social function. Gender is also intended as an inherent nature of men and women who are socially and culturally constructed and can be interchanged (Fakih, 1999:8). Based on the description above it can be concluded that gender is sex discrimination or stereotypes between men and women are socially constructed and culturally, are interchangeable and refer to the social relationship between the two that resulted in differentiation in terms of role, position, duties and activities of both sexes which is influenced by the factors of ideology, politics, economics, religion, history and customs.

Generally, there are three basic principles that must be understood to perform the analysis the problem of tourism and katannya with gender issues. First, tourism is a process of construction of gender in society. Therefore all aspects related to the development of tourism and gender relations activities contained therein. Second, gender relations are socially developed. with the diverse and complex ways. Relation genderdalam economic, political, social, cultural and environment can be found in the process of tourism development. Third, tourism related activities to be important in the development process where the power relations that exist within it relates to race, class or gender

C. Discussion:

Industrial goods and services are growing upstream tourism in tourist destinations is closely related to the characteristics of tourists who come. Developmental needs of tourists will encourage the growth of goods / services

industry tourism. Overview of the data on the growth of goods / services industry in Batu presented by Table 1.

Tabel 1
Tourism Industrial Goods / Services Growth in Batu

No	Types of Industry	2000	2005	2009
1	Agritourism attraction	28	47	61
2	Restaurant/cafe	15	27	34
3	Stars Hotel	7	7	7
4	Non stars Hotel	47	47	43
5	Villa	130	142	142
6	<i>Homestay</i>	Na	na	80
7	Handicraft	Na	27	55
8	Group art / culture	Na	na	75
9	Massages	Na	na	12
10	Travel Agent	--	2	2
11	Souvenirs Shop	Na	na	37

Sumber: Dinas Budaya dan Pariwisata Kota Batu, 2009

In the last ten years significant growth of agro business. In the 2000s the number of agro-tourism (agrotourism especially apples) that develops in Batu many as 28 pieces. At five years later developed into 47 pieces, and by the end of 2009, there were 61 pieces of ecotourism, which is spread primarily in the District of Rock and Bumiaji. Restaurant business, hotel, shop for souvenirs growing rapidly within a decade correlates with the development of agro-tourism objects. The development of accommodation services in Batu related to the characteristics of the tourists who come tend to cluster and prefer to stay at the hotel during their non-star traveled because it has many advantages such as the number of guests usually do not matter, cheaper rates, and impressed familial atmosphere.

Small industrial tourism sector shows a significant development. In 2005, there were 27 small-scale industry has grown to 55 units in 2009. Small industry that has developed is the food processing industry as a souvenir, such as a variety of chips and processed apples as the main pensuport souvenirs travelers needs.

Number of restaurants that reached 34 pieces influenced by the increase in tourist consumption groups. They traveled with family, co-workers, classmates, or others. This group has a varied taste food consumption. Therefore, employers responded restaurant. The increasing number of restaurants also shows the growing market in Batu culinary industry.

An overview of employment in the industrial products / services in Batu tourism can be seen in Table 2.

Tabel 2
Employment Absorption on Tourism Industry in Batu Town

No	Types of Industry	number of businesses	Number of workers absorbed			
			Total	communi ty	outsid e the comm unity	Commin uty of workers (%)
1	Agritourism attraction	61	804	654	150	81,3
2	Restaurant/cafe	34	90	60	30	66,7
3	Stars hotel	7	635	170	465	26,8
4	Non stars hotel	43	553	470	83	84,9
5	<i>Vila</i>	142	284	200	84	70,4
6	<i>Homestay</i>	80	160	160	-	100
7	handicraft	55	325	308	17	95
8	Group art / culture	75	-	-	-	-
9	massages	12	40	3	37	7,5
10	Travel Agent	2	4	4	-	100
11	souvenirs Shop	37	100	90	10	90
	TOTAL	548	2995	2119	876	70,7

Sources: Secondary data, processed

Average employment industry products / services tourism in Batu quite varied. Agro industry is able to absorb 13 people / businesses. An average of one restaurant in Batu absorb labor as much as 3 people. Five-star hotels can absorb an

average workforce of 90 people / hotel. Bed and Breakfast hotels can create jobs an average of 13 people / hotel. A homestay villa and an average of 2 people absorb labor. Small industrial average accommodate 6 people / industries. Massage parlors average labor absorbing 3. Travel agent average labor absorbing 2. Shop for souvenirs average labor absorbing 3 / store.

Employment in the tourism sector have resulted in Batu roles of men and women in the development of tourism in Batu seen in Table 3.

Tabel 3
The division of role by men and women in Tourism Sector

No	Jenis Usaha	Perempuan	Laki-laki
1	Agrotourim attraction	<ul style="list-style-type: none"> • The consumption crew • Guide 	<ul style="list-style-type: none"> • Owner • Farm worker • Gardener • Guide • odd worker
2	Restorant/cafe	<ul style="list-style-type: none"> • owner • cheft • <i>waitress</i> 	<ul style="list-style-type: none"> • owner • <i>waiter</i> • <i>supervisor</i> • odd worker
3	Stars hotel	<ul style="list-style-type: none"> • <i>Receptionist</i> • Waitress • Cashier • Roomaid • <i>Laundry</i> 	<ul style="list-style-type: none"> • Waitress • <i>Supervisor</i> • Marketing staff • <i>Chef</i>
4	Non stars Hotel	<ul style="list-style-type: none"> • <i>Waitress</i> • Cashier • Odd worker 	<ul style="list-style-type: none"> • <i>Supervisor</i> • Odd worker
5	Villa	Odd worker	Odd worker
6	Homestay	Odd worker	Odd worker
7	Handicraft	craftswomen	<ul style="list-style-type: none"> • Delivering • Craftman
8	Massages	Massage staff	Owner
9	Travel agent	Reservation Staff	Owner

10	Souvenir shop	<ul style="list-style-type: none"> • Owner • Salesperson 	Owner
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Sources: Primary data, in 2010

In agro land of men and women alike play where in the agricultural sector. This relates to the limited resources of the family farmer so family members need to be empowered as labor. However, the roles of men and women in different tourism sectors. The majority of landowners are men agrotourism. Socio-cultural construction masyarakatpun shows that ownership of economic assets, such as agricultural lands are usually men. Women are considered to be 'stuck living' in men are not entitled to an economic asset. Man is the head of the family so that his name will always be used in such administrative matters, land holdings. With roles as owners, men are the decision-making related to land ownership, including deciding whether to develop the land as agrotourism, decided to accept guests who come, and interact with the manager (farmer groups or village) or interact directly with tourists.

The role of women in the management of ecotourism is more technical, such as preparing meals (drinks / welcome drink) and prepare to guest service purposes (preparing scales, plastic bags to wrap apples, and baskets). Women also do not directly interact with consumers in agro land. They only interact with wsatawan as a guide, it was a small amount. For comparison, in the local Bumiaji women numbered only three people (10%) of the 25 people who serve your guests.

Significant differences in number according Wiwit, WBA manager Bumiaji Village, which is in charge of recruiting and training local guides:

“Girls should be pushed to be your first because no one wants. He said embarrassed. If men, many who would, menang cacak kalah cacak (meaning: trying to win lose attempted) may be due to local males usually.”

Differences in the number of local men and women is due to several things: (1) local interest in women to be low because there is a feeling of embarrassment dealing with consumers, (2) socio-cultural construction of the community

perceived as local jobs more suited for men. Consequently woke structure of male domination as a guide.

Other roles in the agro industry that only men are done processing apples and soil treatment. Women were not involved in preparing the land for the job is considered rude and not consistent with the physical female. Working in agro land is considered as dirty job and require strong physical exertion.

In the food and beverage business women and men are equally serve as a business owner, but with a different scale. Women are a business owner or a diner eating a small depot with a capacity of less than thirty seats. Men usually choose food and beverage business with greater scale, such as depot or a restaurant with a capacity of more than thirty seats. Although both owners, different levels of mastery so that profit impacts, risks, and benefits are also not the same. With the food and beverage business ownership that small capacity, usually self-owned capital was. Women do not dare to take risks, for example, borrow capital from banks due to worries about being able to return it. If women take a loan from a bank or cooperative loan amount is usually small, as small as a minimum value of the loan. Men are more willing to take the risk of the development of enterprises to borrow capital from banks. This distinction allows men to be larger employers, while women become small entrepreneurs because they do not want to take the risk.

Types of food and beverage businesses that run men and women is a waiter or waitress. The work is characterized by similar but different berstereotype. The difference being the background of why men and women accepted into the waiter and waitress. Women are more widely accepted as a waitress in the food and beverage business because it is flexible, patient, friendly, and attractive so that it can be an attraction for the guests arrive. Men were employed as waitresses because they berfisik more powerful to not be tired serving guests. Men also allows employed until evening while women usually work on the morning shift.

Supervisor positions are usually held by men, because they are better able to lead and coordinate the work, be more assertive and better able to solve

problems in the field. At the five-star hotel there is a qualitative job segregation between men and women. Women working in hotel as roomaid and laundry workers because it has the character of domestic work such as washing, and cleaning the house. This shows the characteristic equation in the work done in the domestic sector and the public. Sector jobs pariwisata merupakan extension of women's work at home.

It is delivered by Didik Kisdianto, Operational Manager PT. Satria Kusuma Dinasastri (Agrokusuma).

“For reservation staff, roomaid, waitress, laundry women most neater job. Women are more patient and are used to do the work at home, so ready to use. Men mor than in position in to public role, as a marketing staff, or supervisor, in accordance with his soul as a leader.”

In the development of tourism in Batu, there is equal access for men and women to participate in the work. Somehow it is also influenced by the culture of the agricultural community to apply for equal participation of men and women at work. However, in some instances there are constructions of gender inequality in the form of labeling (stereotype) that women were different from men in terms of ability, physical strength, nature and type of work appropriate, resulting in a gender division of labor. More women are concentrated in jobs that are in the management of low-level, low-paid, the work is a sideline, technical, and sometimes do not require specialization / skill / special education. While men are more acceptable in managerial jobs and lead (supervisor, manager, supervisor), or a job that would require strong physical.

In strereotipe society about the activities and role of appropriate and inappropriate untuk men and women affect women jumpsuit in work in the tourism sector. Strereotipe evolving construct perceptions of men and women to act in accordance with the label (the nature, characteristics, roles, functions, appearance) attached to him that had been running from generation to generation. Although the development of tourism has given askses the same in males and females, but strereotipe become a kind of 'glasswall' that prevent women to take advantage of existing access. Women confined to the field of work in accordance with the existing label. Gender constructions that develop socio-cultural economy has

restricted access to women in the tourism sector. Construction of gender is indirectly affecting the selection process work, job placement, promotion, ranking in the management and decision-making power and women received welfare. Selection of work that is filled with gender bias would result in an adverse employment segregation of women.

Gender Division of labor in tourism sector reflects growing gender construction in the community. Gender division of labor is also found in the tourism industry in Cornwall, UK, Ireland, Greece, and the Caribbean (Sinclair, 1997:4 - 5). Women are concentrated in jobs as retailers, hotels, and catering businesses, which tend to be seasonal, low-wage jobs and the sideline. Women are at a disadvantaged position in the labor segregation.

The involvement of women in the tourism sector gave a double workload (double burden) are more severe because when women work outside the home, must still responsible for domestic work. The involvement of women in the tourism sector, in addition to acting as labor, as well as independent business developer does at home, such as kiosks, opened a souvenir store, or produce snack / craft. The role of women put a double play in the domestic sector and the public. While working in the shop, snack shop or produce women still expected to do housework. Therefore, it is common to find women to work while caring for children, cooking, cleaning, washing and other household activities discriminate. Because they have to do some work as well as more women choose to work at home or looking for work close to home so they can "disambi" domestic chores. thereby. This can be considered a form of gender discrimination that puts women in a position of weight and do not benefit from tourism pengembangan. Role arising from the development of tourism adds first role do women. While men when engaged in work in the tourism sector does not receive a double load.

D. Conclusion

Development of the tourism industry can not be separated from the social construction of gender roles culturally give, position, and nature differ in men and

women. The implication that a gender division of labor refers to the socially constructed stereotypes culture. Other impacts of tourism development on the dual role of women in tourism destinations where there are claims of women who were involved in the sector of employment / business tourism (public) shall also remain responsible for domestic chores (household). While in men there is a dual role. Thereby increasing tourism development Strengthening gender construction that has developed in the community. Stereotype birth tourism on job characteristics appropriate / suitable for women and men who eventually gave birth to segregation work.

The construction of gender in the tourism sector which is influenced by the pattern of recruitment of male-dominated as an officer, which in it contains a perception of bias about men and women. recruitment consequently produce different groupings of job positions in both men and women. Types of small business development in Batu also affects women's employment. Women considered better to work in small industries as small industry characteristics suitable for women.

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