

ABSTRACT

SUSTAINABLE TOURISM IMPACT ON THE ECONOMIC CONDITIONS OF THE KUTUH VILLAGE COMMUNITY, THE COASTAL AREA OF PANDAWA - BALI

The purpose of this research paper to identify the impact of sustainable tourism towards the economic conditions of a community. In 2018 Pandawa Beach has won first rank for Indonesia Sustainable Tourism Awards (ISTA) in the field of economic utilization to local communities hence the author decided to use Pandawa Beach for the research. The qualitative data will be collected from interviews and the quantitative data will be collected from questionnaires. The method for analyzing the data is using descriptive analysis. The research result shows that sustainable tourism gives positive impacts towards the economic conditions on Kutuh Village. 72 people out of 90 are satisfied with the current economic welfare of the local community. The data is also valid because the AVE and CR results are all above 0.7 which means the results are acceptable. The author hopes Kutuh Village community experiencing more economic benefits through sustainable tourism.

Key Words: Sustainable Tourism, Economic Condition, Pandawa Beach, Community Based Tourism, Descriptive Analysis