

# **Women's Empowerment in Tourism Development in Wonolelo Village, Sawangan District, Magelang Regency**

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## **ABSTRACT**

Natural and cultural diversity has the potential to become a tourism destination. Rapidly growing tourism can support the involvement of women in their activities. This study aims to determine the potential of tourism and the level of women's empowerment in tourism in Wonolelo Village. The data collection method used purposive sampling. Sources of research data are female actors involved in tourism development and activities in Wonolelo including traders, parking guards, service providers/tourism managers. Mixed quantitative and qualitative research. Quantitative data were analyzed descriptively using cross tables and frequency tables. Qualitative data is done by triangulation of validity data, data analysis through data reduction. Analysis of tourism potential data in Wonolelo Village using SWOT (Strength, Weakness, Opportunity, Threats). Data analysis of women's empowerment in the tourism sector using the Resident Empowerment through Tourism Scale (RETS) variable indicator includes economic empowerment, psychological empowerment, social empowerment and political empowerment. The results of research on tourism potential in Wonolelo Village show natural, cultural and artificial attractions. Wonolelo Village has adequate amenities, the accessibility of Wonolelo Village is easy to reach from surrounding places and the additional services in Wonolelo Village already support tourism activities. Women's empowerment in tourism in Wonolelo Village is in the very high category in the economic field, psychological empowerment, social empowerment and very low category in the political field.

Kata Kunci: *Women Empowerment, Tourism Potential, Tourism Development*