

ABSTRACT

The development of rural tourism has become an alternative on Local Economy development program. This study aims to analyze the influence of the development of rural tourism on local economic development if encouraged the participation of youth involved. This research used moderating regression method. The research data used is primary data with cross section data types. The respondent is 100 people in Bejalen Village with the provision of sampling based on the Slovin formula with the purposive sampling used and Likert scale used. The dependent variable used in this study is local economic development, the independent variable is the development of Kampung Rawa tourism village and the moderating variable is youth participation. The results of the study concluded that the variable development of tourism villages had a positive and significant effect on local economic development in Bejalen Village and the development of tourism villages if driven by the participation of youth also had a positive and significant effect on local economic development in Belajen Village, Semarang Regency. In addition, this research will also look at contingent valuation method (CVM) and willingness to pay for new innovations that will be carried out by swamp villages, namely the addition of spot selfi facilities.

Keywords: Rural Tourism, Local Economic Development, youth participation