

The research objectives are: (1) Determine the level of community participation (tour players) in developing the Independent Tourism Village of Sambu. (2) to analyze the influence of age, level of education, experience, information, and communications organizations incomes to the level of community participation (tour players) in developing the Independent Tourism Village of Sambu. (3) To identify Independent Tourism Village development of Sambu.

The method that used is descriptive in implementation used the method of case study through interpretation of primary data and secondary data. Primary data collection is done by direct interview to the respondents, the secondary data obtained by citing the existing data from the relevant agencies. The analysis technique that used is to use Regression Analysis and using a Likert scale.

The results showed that (1) Society actively or actively involved in the activities of the Independent Tourism Village of Sambu, Based on Table 4.5 it can be seen that the scores of community participation in developing the Tourism Village Self Sambu at 45.02 and at the high category. (2) experience, information, income, organizational communication are factors that affect the level of participation in developing the Independent Tourism Village of Sambu.

Keyword : Community Participation, Tourism Village