

The research aims to the impact of local and foreign tourist arrivals to the behavioral changes of customs, the arts, and public enthusiasm for the environment. The research conducted at the Tourism Village Kasongan from September 2012 to February 2013. The purpose of this study analyze the impact of local and foreign tourism arrivals to changes in the social-cultural and economic development. The research method used is Descriptive Method to examine the object and life of the village Tuorism Kasongan. Object of research is behavioral change customs, the arts, and enthusiasm attitude towards the environment. Sampling Simple Random Sampling method by number of samples 54 samples with those criteria that have galleries and participate in the management of rural tourism Kasongan. The data used in this research is the data in 2012-2013, namely primary data and secondary data. Test using Test Validity questionnaire using Pearson Product Moment Correlation formula and Test Reliability by using Cronbach The measurement technique variable in this study using Likert scale with positive and negative scoring. The results of the research indicate that local and foreign tourist arrivals did not affect changes in social and economic life of the community and economic change in rural communities in Rural Tourism Kasongan.

Keywords : Impacts, Tourism, Travelers, Social, Cultural, Economic