

CHAPTER VI

CONCLUSIONS AND RECOMMENDATIONS

A. Conclusion

From the results of the SWOT analysis the best strategy used in the business of developing the attractions of Pulang Sawal Beach is the strategy of SO (Strength and Opportunities) or a strategy that utilizes strength to capture the opportunities that exist. The strategy is to maintain the attraction of tourism objects while maintaining the beauty of Pulang Sawal Beach, coordinating and collaborating with business people in the development and promotion of the Pulang Sawal Beach tourist area, improving the quality of comfort and security of tourist environments to increase visiting tourists, appeal to the public and tourists in order to maintain cleanliness and environmental sustainability, and diversify products typical of tourism products typical of Pulang Sawal Beach tourism objects to increase the interest of tourists to visit again.

And the results of interviews and Focus Group Discussions conducted by researchers, the researchers concluded that the development of Pulang Sawal Beach uses the principle of CBT (Community Based Tourism) which places the community as the main actor through community empowerment in various activities to develop Pulang Sawal Beach. so that the income earned from this beach is for the community for the welfare of the surrounding community. Because from the interviews, the government claimed not to have assets around Pulang Sawal Beach.

All assets on this beach are private property of the community and investors managed by the surrounding community. And at the time of conducting the FGD the researchers got a statement that there was no collaboration between the local government and the community for the development of Pulang Sawal Beach. So that the development of Pulang Sawal Beach is really done by the beach manager and the people around the beach itself, so the income earned from this beach is all given to the community. The government only withdraws its retribution tax.

B. Recommendations

Based on the conclusions above, the researcher gives advice to stakeholders as follows:

1. For the Gunungkidul Regency government, especially the Culture and Tourism Office, to contribute more in terms of the development and management of the Pulang Sawal Beach tourist area both in capital, guidance and marketing. And always work with local communities, especially managers of Pulang Sawal Beach and monitor tourism support activities on this beach.
2. For managers of attractions in Pulang Sawal Beach, especially POKDARWIS (Tourism Awareness Group) to play an active role in paying attention to the environment around tourist areas, especially regarding the cleanliness of tourist areas. In addition, it further increases the promotion of Pulang Sawal Beach tourism objects so that more people are known and tourists who visit also increase.