

CHAPTER I

INTRODUCTION

A. Background

The sector that plays a role in the regional development process is tourism. To support the productive economic sector, the tourism sector has a large variety of potential and correlation. Tourism is seen to equalize and expand employment and business opportunities, encourage development and regional income as well as improve people's welfare, namely to contribute to the income of the community around tourism objects as well as buffers in the non-oil and gas sector, with priority activities being directed to become the mainstay of foreign exchange earnings by the perspective of the national economy.

As we have seen, Indonesia has a diverse potential of tourism objects. Indonesian tourism it needs to be given more attention to be optimized and developed because Indonesia is one of the countries that has considerable tourism potential. To increase the local revenue, each region competes and seeks to explore the potential of their natural resources. This was triggered by the implementation of regional autonomy, which demanded that each region develop regional potential based on the resources possessed by each region. The enactment of regional autonomy forces every region to develop and see every potential that exists and how that potential can be optimized.

The most tourist attractions in Indonesia, one of the tourist attractions is a beach. The beach is a tourist attraction that is in great demand from tourists,

both foreign tourists and domestic tourists. In general, beaches must have supporting facilities such as beach management, stalls, security signs, first aid kits, security posts, restaurants, etc (Marpaung, 2002).

With the support of quality human resources, the role of tourism influent in its development to the era of globalization. The human resources referred to here are those who are able to provide and manage the tourism facilities and infrastructure so that they can be used by tourists. In order to attract tourists to visit the tourism object, the facilities and infrastructure need to develop and met clean requirements. The tourists earn comfortable in enjoying attractions if its provided by good facilities and infrastructure.

Promoting a number of tour packages is one of the ways in which the government develops beach tourism objects in its area. The purpose of this promotion is to attract tourists and introduce regional attractions that are not widely known by the public.

Yogyakarta is one of the cities that has become a tourist destination in Indonesia. Besides being known as a student city, Yogyakarta is also known as a city that has many tourist attractions both natural tourism, beach tourism and cultural tourism. One of the beach tourist destinations in Yogyakarta is located in Gunungkidul Regency.

Gunung Kidul Regency is a district in the province of Yogyakarta Special Region with its capital city Wonosari. Gunungkidul Regency consists of 18 sub-districts and 144 villages (Permendagri No. 66 of 2011). This district has an area of 1,431.42 km². Gunungkidul Regency has a variety of

economic potentials ranging from mining, fisheries, agriculture, and livestock, industry, flora and fauna, forests and tourism potential. Most of the agriculture, owned by Gunungkidul Regency is rain-fed dry land (\pm 90%) which depends on the climate cycle, especially rainfall. Gunungkidul Regency also has a fairly extensive beach length located on the south bordering the Indian Ocean, stretches along about 65 Km from Purwosari District to Girisubo District.

Table 1. 1 The number of tourists in Gunungkidul Regency in 2011-2016 (millions)

No	Year	Tourist		
		Foreign	Local	Total
1	2011	1.299	615.397	616.696
2	2012	1.800	998.587	1.000.387
3	2013	3.751	1.333.687	1.337.438
4	2014	3.060	1.952.747	1.955.817
5	2015	4.125	2.638.634	2.642.759
6	2016	3.891	2.989.006	2.992.897

Source: Buku Statistik Kepariwisataaan Kabupaten Gunungkidul Tahun 2017

From table 1.1 describe the development of the number of tourists in Gunungkidul in the past 6 years has increased from year to year. But fluctuations in the number of foreign tourist visits, in 2013 the number of foreign tourists in Gunungkidul Regency was 3,751 while in 2014 it decreased to 3,060 tourists. In 2015 the number of foreign tourists rises again by 4,125 tourists, but in 2016 there was a decline in the number of 3,891.

Gunungkidul has approx 16 beach tourism objects, one of which is the beach of Pulang Sawal, usually known as Indrayanti Beach. Pulang Sawal Beach is located in Ngasem Hamlet, Tepus Village, Gunungkidul Regency. Around the beach there are also many tourism supporting facilities such as

restaurants and hotels that are good and interesting. Not many people know about the existence of beach tourism potential in Gunung Kidul that can be maximally developed by the local community and local government because they still have limitations and obstacles in the management and development of tourism.

Table 1. 2 The number of hotel accommodation by District in Gunungkidul Regency in 2015 and 2016 (unit)

No	District	Hotel		Room		Bed	
		2015	2016	2015	2016	2015	2016
1	Panggang	-	-	-	-	-	-
2	Purwosari	25	35	358	444	477	592
3	Paliyan	-	-	-	-	-	-
4	Saptosari	-	-	-	-	-	-
5	Tepus	6	30	44	257	59	343
6	Tanjungsari	9	40	78	143	104	191
7	Rongkop	-	-	-	-	-	-
8	Girisubo	-	-	-	-	-	-
9	Semanu	-	-	-	-	-	-
10	Ponjong	-	-	-	-	-	-
11	Karangmojo	-	-	-	-	-	-
12	Wonosari	11	15	134	192	179	256
13	Playen	1	1	5	8	5	11
14	Patuk	1	1	6	9	8	12
15	Gedangsari	-	-	-	-	-	-
16	Nglipar	-	-	-	-	-	-
17	Ngawen	-	-	-	-	-	-
18	Semin	-	-	-	-	-	-
	Jumlah	53	122	625	1.053	832	1.404

*Source : Source: Buku Statistik Kepariwisata
Kabupaten Gunungkidul Tahun 2017*

Table 1.2 inform the number of Hotels by District in Gunungkidul Regency in 2015 and 2016 has been very stable because it has increased from 2015 to 2016. Still, there are many sub-districts in Gunungkidul Regency do not have Hotel / Lodge facilities.

Table 1. 3 The number of restaurants by District in Gunungkidul Regency in 2015 and 2016 (Unit)

No	District	2015	2016
1	Panggang	-	2
2	Purwosari	-	7
3	Paliyan	-	2
4	Saptosari	-	-
5	Tepus	8	24
6	Tanjungsari	10	31
7	Rongkop	-	-
8	Girisubo	-	5
9	Semanu	-	9
10	Ponjong	-	12
11	Karangmojo	-	19
12	Wonosari	7	33
13	Playen	3	16
14	Patuk	2	8
15	Gedangsari	-	-

Source : Source: Buku Statistik Kepariwisata Kabupaten Gunungkidul Tahun 2017

Table 1.3 shows that the number of Restaurants / Restaurants according to Districts in Gunungkidul Regency in 2015 and 2016 has been very stable because the number of Restaurants / Restaurants in each District has increased from 2015 to 2016, even in 2015 there were several sub-districts that did not have Resto / Restaurants but in 2016 already exists. This means that the restaurant / restaurant in Gunungkidul Regency has developed.

Table 1. 4 Visitor Number and Tourism Object Revenue by Tepus according to months in Gunungkidul Regency in 2015 and 2016

No	Months	2015		2016	
		Visitors	Income (Rp)	Visitors	Income(Rp)
1	January	12.160	54.720.000	35.025	332.737.500
2	February	8.940	40.230.000	23.839	226.470.500
3	March	9.300	41.850.000	18.260	173.470.000
4	April	8.390	37.755.000	17.130	162.735.000
5	Mei	13.990	62.955.000	29.794	283.043.000
6	June	17.850	80.325.000	8.100	76.950.000
7	July	27.820	125.190.000	35.914	341.183.000
8	August	21.230	95.535.000	24.817	235.761.500
9	September	15.710	70.695.000	20.255	192.422.500
10	October	13.290	59.805.000	32.284	306.698.000
11	November	16.642	74.889.000	31.601	300.209.500
12	December	23.838	107.271.000	60.714	576.783.000
	Gunungkidul District	189.160	851.220.000	337.733	3.208.463.500

Source : Source: Buku Statistik Kepariwisata Kabupaten Gunungkidul Tahun 2017

Table 1.4 shows that visitors and income of tourism objects through the Tepus post in 2015 and 2016 experienced unstable fluctuations indicated by the number of visitors and income of tourist objects from month to month which were up and down. This tourism needs to be continually developed and maintained, so that it can attract more tourists to visit this tour and is expected to develop the economy around the tourist attractions.

One of the most popular attractions in Gunungkidul Regency is the beach. One of the beaches that needs to be developed in Gunungkidul Regency is the Pulang Sawal beach, usually known as Indrayanti. Pulang Sawal Beach has a beautiful panorama and around the beach environment. In Pulang Sawal beach there are various types of hotels and restaurants that can

pamper tourists visiting the beach. To attract tourists to come to the beach, it would be better if the community and local government jointly manage and develop the beach. That way the local community can strengthen its economy by opening a business around the beach. This will also reduce unemployment because it creates jobs for the people around the beach and ultimately creates community welfare.

From this and look back at the problems that exist around the Gunungkidul beach area, whereas we know that the area along the beach in Gunungkidul has become a tourist area. Already many tourists, both domestic and foreign tourists who come to visit the beaches. However, the problem is that there are still many local communities whose economy is still said to be lagging behind.

Regarding the background explanation above, in this study, the authors are interested in conducting research on *"Tourism Development Strategies to Increase Community Incomes around Pulang Sawal Beach in Gunungkidul Regency"*

B. Limitation of Problems

Because the scope of this study discusses the development of tourism, in this study, the researcher limits the observed tourism objects, especially coastal tourism in order to develop and manage natural tourism to increase tourist attraction which aims to increase tourist visits.

C. Problem Formulation

Based on the background described above, the researcher took several formulation of the problems to be discussed in this study as follows:

1. What is the strength of internal tourism factors around Pulang Sawal Beach in Gunungkidul Regency?
2. What are the weaknesses of internal tourism factors around Pulang Sawal Beach in Gunungkidul Regency?
3. What are the opportunities of external tourism factors around Pulang Sawal Beach in Gunungkidul Regency?
4. What are the threats from external tourism factors around Pulang Sawal Beach in Gunungkidul Regency?
5. What is the tourism development strategy around Pulang Sawal Beach in Gunungkidul Regency?

D. Purpose

The objectives of the problem formulation the researcher explained above are as follows:

1. To find out the strength of internal tourism factors around Pulang Sawal Beach in Gunungkidul Regency
2. To find out the weaknesses of internal tourism factors around Pulang Sawal Beach in Gunungkidul Regency
3. To find out the opportunities of external tourism factors around Pulang Sawal Beach in Gunungkidul Regency

4. To find out the threats from external tourism factors around Pulang Sawal Beach in Gunungkidul Regency
5. To explore tourism development strategies around Pulang Sawal Beach in Gunungkidul Regency

E. Benefit

1. Theoretical benefits

a. For writers

The author gained an understanding in implicating and disseminating the theories obtained and can add knowledge and insight into the development of communities that are still left behind around Pulang Sawal Beach, Gunungkidul Regency.

b. For Previous Researchers

This research is expected to provide references and contributions for future researchers who are interested in researching tourism development.

2. Practical Benefits

a. For Local Government

Can contribute ideas and information material in carrying out tourism development policies and become a study for local governments to help develop Gunungkidul beach tourism.

b. For the community

This research is expected to help the public know information about the importance of the role of the community in tourism development to increase income.