

DEVELOPING POTENTIAL TOURISM SITE ON GLAGAH BEACH

THESIS

**Presented as Partial Fulfillment of the Requirements for the Degree of
Sarjana Ekonomi (S1) in Management Program
Faculty of Economics University of Atma Jaya Yogyakarta**



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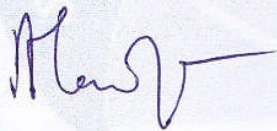
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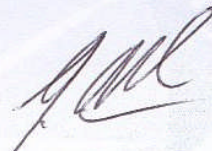
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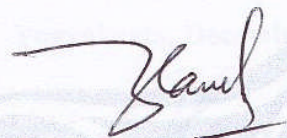


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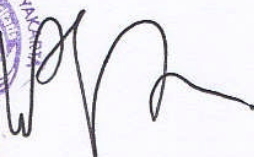
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AUTHENTICITY ACKNOWLEDGEMENT

**I, Harry Fendianto hereby declare that I compiled the thesis with the
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**Is really my own thinking and writing. I fully knowledge that my writings
does not contain others' or part (s) of others' writting, except for those that
have been cited and mentioned in the references.**

Yogyakarta, December 13, 2012

A handwritten signature in black ink, appearing to read 'H. Fendianto', with a long horizontal stroke extending to the right.

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ABSTRACT

The main purpose of the study is analyzing the strategies and program based on SWOT analysis to developing potential tourism site on Glagah beach.

The research method used in this research is qualitative research by interview and observation in Glagah beach.

The finding of the research state that Glagah have many attraction and have a lot potential and have some competitive uniqueness that can be develop to attract tourist also increasing welfare and income of surrounding community

Keywords: Toursm, Glagah beach, Swot analysis, Qualitative studies,

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