

CHAPTER 1

Introduction

1.1 Research Background

Tourism comprises the activities of person traveling to and staying in places outside usual environment for not more than one consecutive year for leisure, business or other purposes (WTO, 1993).

According to Salah Wahab (1997:55) tourism definition is one type of new industry that can accelerate economic grow and employment field, increasing standard of living and stimulate another productive sectors. Tourism sectors also can enchant another classic industry such as handicraft, hotel, and transportation industry.

From an economic standpoint, the purpose of development of a country tourism not merely an increase in foreign exchange earnings for the country, but more is expected with the development of tourism, the tourism industry can act as an agent of development in the country. The contribution of the tourism sector will be expected to exceed the oil and gas sector and other industries if developed in a planned and integrated.

Indonesia is the biggest archipelago state in the world. The number of islands reached 17,508 pieces and 81,000 km coastline, is the second longest coastline in the world after Canada (Dahuri, et al. 1996). Geographically, Indonesia is located between 94 ° 45 'E-141 ° 01' east longitude and from 06 ° 08 'N-11 ° 05' South Latitude. Spatially, the territory of Indonesia stretches from west

to east along the 5110 km from north to south and 1888 km (Sugiarto, 1982). Indonesia's territory consists of five major islands of Sumatra, Borneo, Java, Sulawesi and Papua. 65% (sixty five percent) of the total area of Indonesia is covered by the sea. The total area of marine Indonesia reached 5.8 million km², consisting of 0.3 million km² of territorial waters, and 2.8 million km² national waters, coupled with extensive ZEEI (Indonesian Exclusive Economic Zone) of 2.7 million km² (UNCLOS, 1982).

Indonesia Coastal and ocean is famous for its richness and diversity of natural resources, both renewable resources (such as fisheries, mangroves, and coral reefs) and the resources are not renewable (such as oil, natural gas and minerals and other mineral). Indonesia is also known as a country with a largest biological diversity in the world because indonesia have very wide and varied coastal ecosystems such as mangrove forests, coral reefs, and sea grass beds and can be used as the central tourist area.

In general, tourism in the district Kulonprogo just begins to grow. The emergence of a variety of recreational attractions as well as accommodation facilities becomes a sign tourism sector in the district start to grow. Even though the contribution of the tourism sector to the Kulonprogo local revenue (PAD) still small. In 2004 contributions of tourism sector just reach 2% of the total revenue of Rp 17.5 billion.

However, when seen from the existing regional economic trend is based on data GDP IN 2006, in fact district Kulonprogo can more optimistic again in developing tourism activities in the region, because it turns out that members of

the tourism sector in the sub sectors of trade, hotels and restaurants occupy second contributor to GDP after agriculture sub sector which is the mainstay of the sector in the region.

Glagah region is a coastal region located in the southern part of the district Kulonprogo. In the terms of the existing tourism product availability at this time, this area actually has the potential to be developed into an attractive tourist area.

Tourism potential of the Glagah

Natural Landscape (natural landscape), which consists of beautiful beaches, lagoons and a stretch of farmland is a natural potential that can be developed as a agro tourism.

Culture of life (living culture) which become part of community life Glagah-as a fisherman and farmers become an attraction for tourists

Agro tourism

Agro tourism with the development of vegetable, fruits (melon, watermelon, oranges, dragon fruit) and plantation crops and agriculture technology.

This research analyzes about Glagah SWOT analysis and develops appropriate strategy and program development of Glagah tourism. This research includes the environmental scanning, market analysis, marketing strategy, SWOT analysis, and marketing mix. The researcher uses the strategic management theoretical background to develop that analysis.

Strategic management is the set of managerial decisions and action that determines the long-run performance of corporation. It includes environmental

scanning (both internal and external), strategy formulation (strategic or long-range planning), strategy implementation, evaluation and control (Wheelen and Hunger, 2006).

Based on the SWOT analysis, the researcher could find the strengths, weaknesses, opportunities, and threat of Glagah tourism, then develop the strategies and programs to enhance the role and participation of Glagah community in tourism activities, increase their income and welfare from potential business opportunities, and make Glagah more attractive to tourist

1.2 Problem Statement

based on the background of the above problem, the author identify the issues being discussed and researched are as follow:

1. How to enhance the role and participation of Glagah community in the tourism activities
2. How to increase income and welfare of the community
3. How to make Glagah beach more attractive to tourist

1.3 Limitation of research

Without a particular limitation, this research will be very wide, complex and difficult to be analyzed. Therefore writer limited the problem as follow:

1. The research was only held in Glagah
2. Factors will be investigated and developed in Glagah include:
 - a. Attraction

b. Accessibility

c. Amenities

1.4 Objective of research

A research has a specific purposes, they are:

1. To analyze the tourism business opportunities in Glagah beach.
2. To find out the appropriate strategies and program to develop the tourism business.

1.5 Expected benefits of the study

The benefits of the study are:

1. For the Glagah beach

The study will help and develop the tourism in Glagah beach; it can increase the income revenue and increase the visitor or tourist in that area

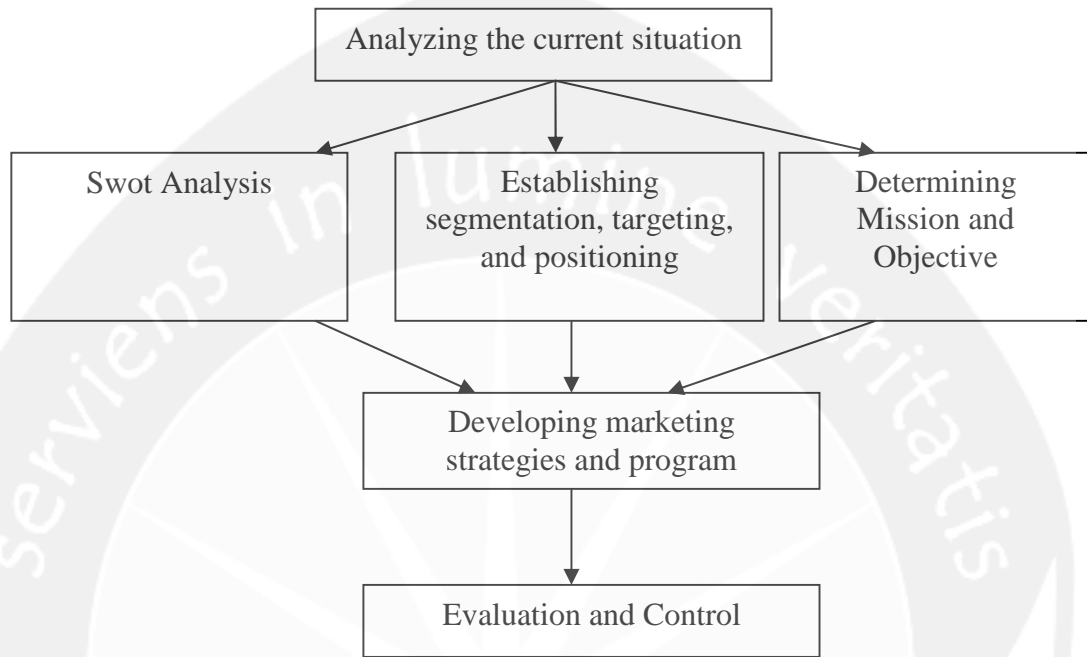
2. For the author

This study as the actual practice and theory and knowledge gained when attending college and gain new experience in tourism business and can finish this thesis

3. for the readers

The research will give new information about tourism in Jogjakarta and hopefully it will be use for all parties who are interested in this research or further research

1.6 Analytical Framework



1.7 Research Design

Based on the problem identification, research objectives and theoretical framework, we can create research design.

1. Type of research

The research use descriptive research, referring to the deep interviews and analysis

2. Source of the data

A. Primary data are collected from interview the respondents.

Interviews are one of the data collection tools to get information needed directly from the source.

B. secondary data are collected from text books, articles, and websites.

C. Observation is being use to sense certain environment, situation, condition, and the natural potential resource availability in the village

1.8 Writing Structure

This research is divided into six chapters

1. Chapter I: Introduction

This chapter describes the background of the research, problem definition, the objectives of the research, benefits of the study, and writing structure

2. Chapter II: Theoretical Background

This Chapter describes the theoretical background relevant to this research. Any theory that will be used to support will be based on the theory

3. Chapter III: Research design

This chapter describes the research design which is consist of the time and place of the research, type of research, data collection and data analysis

4. Chapter IV: Glagah beach profile

This chapter describes Glagah beach profiles which consist of geography, demography, accessibility, amenities and attraction

5. Chapter V: Data analysis

This chapter explains about the data analysis that had been collected in the research

6. Chapter VI: Discussion and conclusion

This chapter describes the final conclusion that the researcher got from the data analysis and the discussion. Hopefully, this result useful for all parties who are interested in this research or for further research

