

## CHAPTER 6

### CONCLUSION

#### 6.1 Conclusion

Jogjakarta was one of big city in Indonesia and become tourist destination. In Jogjakarta we can found many tourist destination such as, Keraton, Borobudur, Prambanan, Kota Gede, Malioboro and beaches such as Parangtritis, Sundak, Baron, Depok. However, not many know about Glagah beach specially people from outside Jogja. Glagah located in Kulonprogo district, about 40 KM from Jogjakarta, Glagah have many uniqueness that another doesn't have, this make Glagah becoming a potential tourist destination.

Positioning for Glagah beach is "Family Fishing Trips:" This is very unique and rare in Jogjakarta. Glagah have a lagoon that can be use for family fishing destination or slopping beach and doesn't have reef on it, it will make a perfect fishing spot. Glagah target market are Family, Student, or photographer. Family is the primary target because in Glagah many attraction support family needs, such as Boat travel, Swan boat, kayaking or just enjoy beautiful scenery. The secondary target market was fishing fanatic, cause people who have fishing hobbies can rent a boat in Glagah and do deep sea fishing. Other target market was photographer, because Glagah have a beautiful scenery that can support their hobby or business.

Based on research that conducted, the research found strength of Glagah beach that they have good accessibility, Public facility also quite good, have a

lagoon which another beach doesn't have, and nearby Serang River that can be use for water sport activities. Therefore this make a Glagah beach have uniqueness that other beach doesn't have and give it competitive advantages.

Weaknesses that Researcher found in Glagah beach are: lack of cleanliness in surrounding area and border of the beach. Parking lot is far from beach, this make tourist often park their car near border of the beach, strong wave that make tourist can swim in the beach, lack of promotion, and lacking of local that speak English.

Opportunities that Glagah beach have are: International airport is planned to build nearby Glagah area, this could help promote and increase social awareness about Glagah beach. Glagah also can be a potential fishing destination in Jogjakarta and surrounding, "Pick your own Dragon fruit" program also can attract tourist to visit Glagah beach and give them information about Dragon Fruit Plantation. Restaurant also can get extra profit by provide a service to cook what tourist catch in fishing their fishing trips.

Threat that Glagah beach have are : There is a conflict between fisheries sector and tourism sector regarding of waste that fisheries sector produce, fear of tsunami in past experience also can improve consumer decision to travel to beach. Also Jogjakarta is well-know for another beach, such as Parangtritis, Sundak, Baron, Depok and Indrayanti this becoming a threat because it beach has already in their top of mind. And last, there is no travel agent that offer a journey package to Glagah beach.

The mission objective of Glagah beach is to enhancing the role and participant of Glagah community, increasing the economic growth and expands the business opportunity in the community and last is increasing income and welfare of the community.

In Glagah there is many attraction that can be offer to tourist such as, Beach, Lagoon, Serang River, Agro tourism, also some annual event such as National kite festival and Labuhan.

## **6.2 Rekomendation**

Establishing and improving current attraction that Glagah beach such as, Building fishing rod rent, kayak rent, swan boat rent, chair and umbrella rent, boat rent, and developing program “pick your own Dragon fruit” to avoid product stagnation and increase community income and welfare.

Glagah should advertise in national media prior to holiday season or upcoming event such as National kite festival, and labuhan. This meant to give consumer an information and time to consider Glagah as their next holiday destination. Also Glagah should advertise all year round in regional media such as Jawa Post or Kedaulatan Rakyat to maintain awareness among consumer and to get steady income for local community that doing business in Glagah beach.

Researcher also suggests that Government should give a seminar or discussion to local community that lives in Glagah that how important hygiene and cleanliness is. And develop a program that help local community clean their

surrounding and the beach. And give local community hospitality and English training to support communication among Glagah community and foreign tourist.

Glagah Management team, in this case is government also should conduct community based tourism to increase welfare and income of the community.

Cooperation also needs to establish between fisheries and tourism sector, regarding of wasted that fisheries sector, this could be building a waste treatment facility.

Cooperating with travel agents, hotels, car and motorcycle rental, taxi, malls and airport to promote Glagah beach because those place directly connect to tourist.

Build escape plan for tsunami will increase people safety and protected, this could help remove people fear about tsunami.

### **5.3 Limitation of the Research**

There are some limitations which is the research is conducted by in-depth interview, because is very time consuming and depends heavily on readiness of the respondent. The author also lack of experience in field of tourism. In this case, the author only gives idea of perspective as tourists and student in the field of economies. to write more in the field of tourism required a broad perspective on tourism. Therefore, with this thesis is expected to become a reference for other and perhaps they could develop more ideas about tourism in Glagah beach.

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## **APPENDIX**

### **GUIDING QUESTION**

#### **Question for Glagah Beach Management**

1. What is the mission of Glagah as Tourism site?
2. What factor that can support Glagah beach as Tourism destination?
3. What are the strengths of Glagah beach?
4. What are the weaknesses of Glagah beach?
5. What Threat that Glagah beach face?
6. What are business opportunities that can be develop in Glagah beach?
7. What short term strategic program is being taken by the government in Glagah?
8. How does the involvement of local communities in Glagah tourism?
9. Is a tourism activity in Glagah bringing influence to local economy?
10. What is your hope to Glagah in the future?

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### **GUIDING QUESTION**

#### **Question for Glagah local community**

1. What do you think about condition of Glagah beach as a tourism site now?
2. in your opinion what is the different that Glagah beach have comparing to another beach?
3. what do you think about supporting infrastructure in Glagah (water, electricity, telecommunication and road condition)?
4. What benefit do you get from Glagah beach as tourism site?
5. what problems do you experience from glagah beach as tourism site?
6. What do you expect with the existence of an object of tourism in the future?

## **APPENDIX**

### **INTERVIEW SUMMARY**

#### **Respondent 2**

Name : Mrs. Sutini  
Gender : Female  
Position : Resident – Local vendor (food stall)  
Time : October 14<sup>th</sup> 2012 at 02.00 PM  
Place : Glagah Beach

#### **Interview Summary :**

According to Mrs.Sutini Glagah beach is getting better each year, improvement was been made in Glagah beach such as tourist dock (dermaga wisata) and boat tours, the worst year is 2006 when Jogjakarta earthquake was occur, tourist are rare because they afraid of tsunami.

She said that Glagah have some uniqueness that another beach doesn't have, such as lagoon and agro tourism. This is the only beach in Jogjakarta which has that uniqueness.

Mrs sutini also said electricity and telecommunication was good in Glagah area, but water is hard to get in dry season, but this not make a big problem.

Benefit that Mrs. Sutini get from the existence of Glagah beach as tourism site, is she obtains profit from sell food and snack to tourist who come to holiday, and it help her to support her family

Her concern is when Glagah is low on visitor, she barely got some profit from her food stall, this was happen during low season, and she hope that



government can do something about this, maybe with more promotion or improvement of the attraction, so people would come year-round.



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### **INTERVIEW SUMMARY**

#### **Respondent 1**

Name : Mr.Trusta

Gender : Male

Position : Tourism Development Sector from Department of Cultural,  
Tourism, youth and sports.

Time : October 8<sup>th</sup> 2012 at 11.00 AM  
October 10<sup>th</sup> 2012 at 09.00 AM

Place : Department of Cultural, Tourism, Youth and Sports.

#### **Interview Summary:**

The first section of the interview explained about the aim of research which was conducted in Glagah Beach in order to get permission and to make appointment about next interview. Mr.Trusta is cooperative when doing the interview.

Mr.Trusta said Glagah doesn't have mission on its own, but Department of Cultural, Tourism, Youth and Sports does have which is; Creating a harmonious relationship between man and God, between fellow humans, between humans and the environment to improve the quality of tourism resources; Nourish a sense of patriotism, nationalism and increasing friendship among nations; Developing regional culture and regional identity pride; Utilize and conserve natural

resources; Maintaining peace and order as well as the comfort in the community; Improving the welfare of society and Regional revenue; Developing regional tourism in order be able to act to support Jogjakarta existence as a tourist destination.

According to him, the factor that can support Glagah as tourist destination is many attraction in Glagah beach, such as beach, lagoon, Serang river and dragon fruit cultivation. Glagah also easy to access from jogjakarta and Wates.

The strength of Glagah beach is Glagah have a unique landscape in the form of Laguna, Accessibility to the beach Glagah relatively good and easy to reach, there has been some public facilities, such as a wide parking space, hotels, souvenir stalls, food stalls, toilet and electricity already reach Glagah beach.

While the weaknesses of Glagah beach are the existing public facilities looked poorly maintained, Stagnation of tourism product, Location or parking area far enough, resulting in the visitors / tourists who come by car, entrance and park in the borders of the beach.

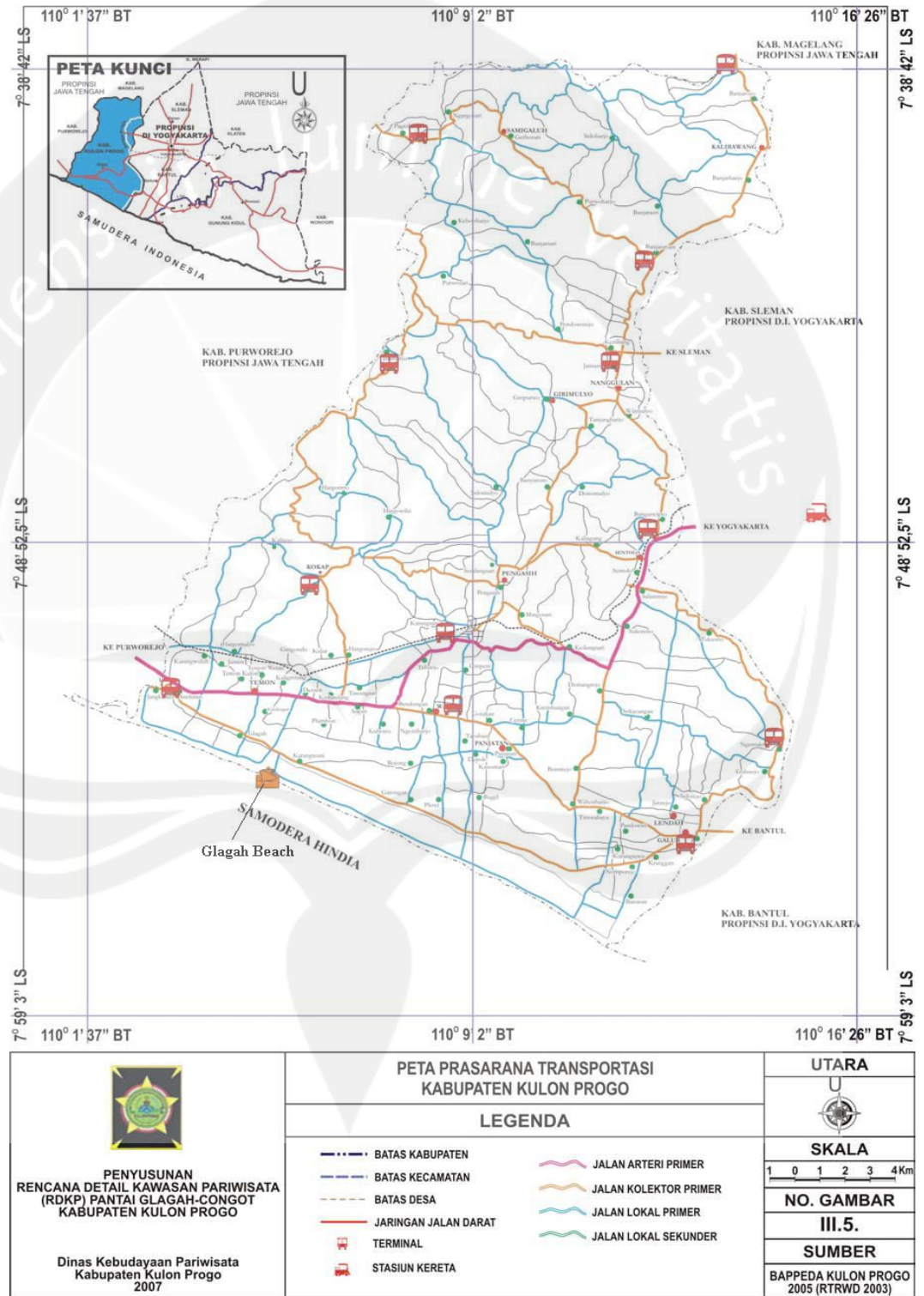
According to Mr. Trusta threat that Glagah beach have is Conflicts of interest between the fisheries and tourism sectors, particularly those related to environmental cleanliness. Fisheries sector produce waste that can disturb comfort and hygiene of Glagah beach.

Short-term strategies that undertaken by government in Glagah beach is procurement and implementation of water sports such as rowing and canoeing, development of agrotourism, development of tourism accommodation, such as hotels, restaurants, travel and others.

According to Mr.Trusta, success or long-term success of the tourism industry is very depending on the level of acceptance and support from the local community. Therefore, to ensure that the development of tourism in one place can be well-managed and sustainable, the basic things that must be implemented to support these goals is to facilitate broad engagement of local communities in the development process and maximize the value of social and economic benefits of tourism activities .

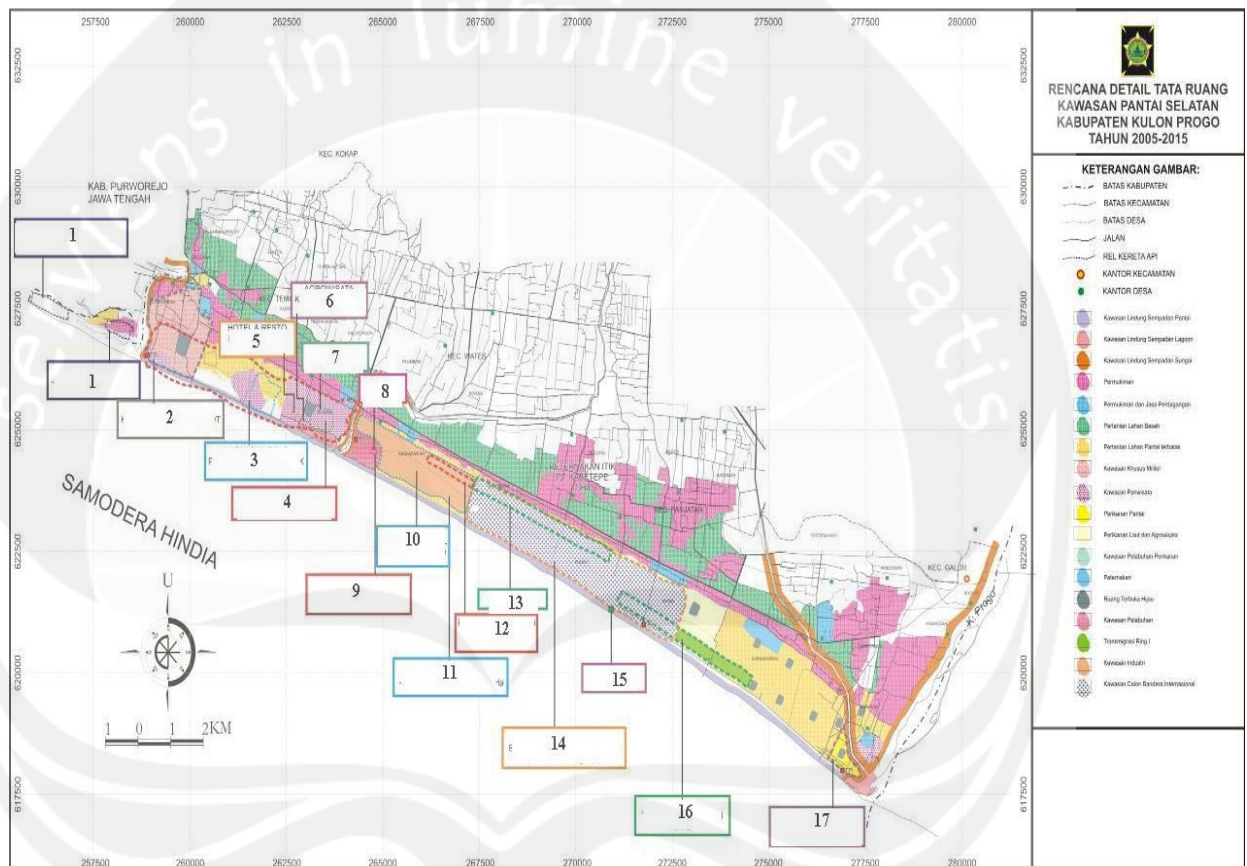
Glagah beach tourism bring positive impact on local economy, government also try to create community based tourism. The goal is to increase the income and welfare of local community. Some strategy that can be implemented is, employing local community in tourism business, conducting the sale of goods and services directly by the local community such as selling food, crafts, and some form of transport or accommodation.

## ACCESSIBILITY TO GLAGAH



## APPENDIX

### DETAILED SPATIAL PLANNING FOR SOUTH BEACH AREA, DISTRICT KULONPROGO 2005-2015



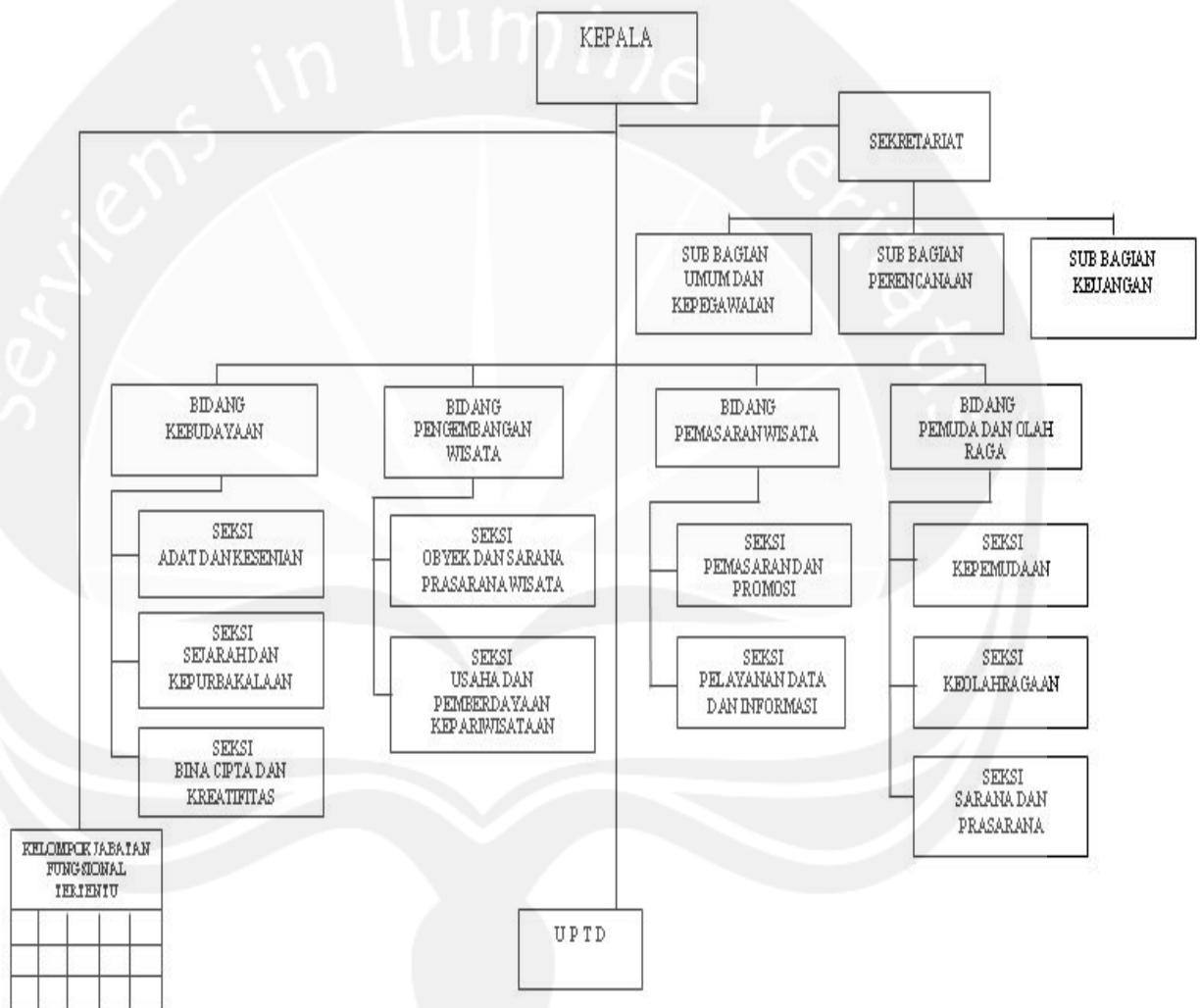
Explanation:

1. Shrimp farm and Mangrove plant
2. Regional Congot military radar site
3. Golf Course (PT. Samodera Golf Link)
4. Glagah beach tourism site
5. Pandan Wangi hotel and restaurant

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6. Kusuma wanadri Agro Tourism
  7. Resort Hotel
  8. Navy Post
  9. Glagah-Karangwuni fisheries dock area
  10. Headquarter (lantamal) location
  11. Location for industrial area
  12. Cattle Fattening area, PT Lembu Perkasa
  13. Agriculture area
  14. Location site for International Airport (750 Ha)
  15. Turtle Conservation
  16. Location for transmigration Ring I
  17. Trisik beach Tourism site

## APPENDIX

### ORGANIZATIONAL STRUCTURE: DEPARTMENT OF CULTURE, TOURISM, YOUTH, AND SPORTS.





## APPENDIX

### TSUNAMI EVACUATION PLAN



**APPENDIX**

**POTENTIAL PRODUCT THAT CAN BE DEVELOP IN**

**GLAGAH BEACH**

**1. Umbrella and Chair on the beach**



**2. Swan Boat rent on Serang river or Lagoon**



### 3. Kayak rent on Serang River



### 4. Fishing Rod rental and Bait shop





**5. Boat rent for deep sea fishing**



**6. Pick your own dragon fruit program**

