

CHAPTER I

INTRODUCTION

A. Background

Tourism is a sector that plays an important role in increasing a country's income. This is true because Indonesia is a country that has nature beauty and cultural diversity. Some examples of nature beauty in Indonesia are Lake Toba in North Sumatra and Raja Ampat in Papua. While the Prambanan temple and the Sultan Palace in Yogyakarta are some examples of cultural diversity (Wisnumurti, 2013: 75). Through these tourist destinations it is true that tourism is a sector that is considered profitable and has the potential to be developed as one of the assets used as a source of income for the Nation and State.

Tourism, or *pariwisata*, comes from two words, namely *pari* and *wisata*. *Pari* can be interpreted as many, how many times, circling or complete. While *wisata* can be interpreted as travel or traveling which in this case is synonymous with the word "travel" in English. On that basis, the word "tourism" can be interpreted as a trip carried out many times or circling from one place to another, which in English is called "tour". (Yoeti, 1991: 103). Whereas according to GM. Soekadijo (1997: 8), tourism is all activities in the community that are related to tourists.

Tourism is an activity that directly involves the community, thus bringing various benefits to the local community and its surroundings. Tourism is said to have extraordinary positive energy that can make local people progress

in various aspects. Tourism has many benefits that can be seen from various aspects, namely the benefits of tourism in terms of economy, social culture, environment, social values, and knowledge and opportunities and opportunities. Besides that, the development of tourism also aims to introduce and use the beauty of Indonesian nature and culture. Tourism developers in Indonesia are inseparable from the potential of Indonesia to support tourism. Indonesia has an interesting culture, this culture is based on the existence of religion, unique customs, and different tribes but still one besides that beautiful nature will provide a special attraction for tourists both mountainous, rural, underwater nature, and beaches.

One of the tourism potentials owned by Sleman regency and has not been maximally cultivated is Omah Kecebong. The Javanese village cultural tourism in Omah Kecebong stands on 1 hectare of land. It was established in 2015. Omah Kecebong has been developing rapidly with international as well as domestic tourists visiting it. Visitors were happy and satisfied. There were many activities that can be done such as plowing fields, planting rice, and others, which are new to them.

It is said that it has not worked optimally because the Omah Kecebong tourism is relatively new. There are still not many people who know and facilities for tourists are still lacking. Enjoying the beauty of the inn in the middle of the rice field Omah Kecebong has nine guest houses, which are shaped like miniature Javanese houses with building materials made of teak wood, and from bamboo giving a unique and old impression. Omah Kecebong

is a place that has a lot of potential to be developed from rice fields, plantations and inns. Enjoy the natural beauty around Omah Kecebong, a place to play mud in the rice fields as an education and horticulture garden. Omah kecebong also provides culture for tourists to offer, namely Javanese and natural culture through collaboration with local residents. Carrying out the concept of Javanese cultural village by optimizing what is and has potential around the village.

The main activities of Omah Kecebong include plowing fields, planting rice, making batik, wearing traditional Javanese attire, and traveling around the village in cattle carts. At present there are 50 cattle carts that are ready to serve the visitors. The price of tour packages at Omah Kecebong starts from IDR 255,000 / person to IDR 475,000 / person. Referring to this fact, the researchers feel interested in studying more about the development of the potential attraction of Omah Kecebong to increase tourist visitors.

B. Research Questions

Based on the description on the background above, it has been stated about the tourism potential of the Omah Kecebong, so that the authors make the focus of the research as outlined in some formulation of the problem, as follows:

1. How is the strategy for managing Omah Kecebong as a tourist attraction in Sleman Yogyakarta ?
2. What is the role of the local government and the surrounding community in the development of Omah Kecebong as a tourist destination?

C. Problem Limitation

Based on the background of the problem and identification of the above problems, namely Omah Kecebong is still relatively new tourism but has great potential to be a very interesting tourist spot, so this study focuses on the discussion on the Development of Omah Kecebong Tourism Attractions to increase tourists in Sleman Regency.

1. The Omah Kecebong development program to increase tourists.
2. Constraints that occur in the effort to develop the Omah Kecebong as a tourist destination to increase tourists.
3. The role of the government and the community in developing Omah Kecebong as a tourist destination to increase tourists.

D. Research Goal

From the formulation of the problem above, the objectives of this study are as follows:

1. Develop Omah Kecebong tourism in utilizing the natural beauty and potential around Omah Kecebong to make Omah Kecebong as a tourist destination in Sleman Regency to increasing tourists the Kecebong Omah.
2. Increasing tourists to Omah Kecebong, by creating tourism programs that combine natural and cultural potential in the Omah Kecebong to attract tourists.

E. Research Benefit

The results of this study are expected to bring general benefits, namely:

1. For the Researcher
 - a. To know the management of Omah Kecebong to increasing tourist visits
 - b. To add experience and insight to apply knowledge directly to the field obtained by the author while in college.
2. For Amarrukmo Tourism Institute:
 - a. As one of the references that adds to the scientific literature of tourism, especially for students.
 - b. Useful for forming students so that tourism professionals.
3. For the Government:
 - a. It is hoped that students will be able to help the government in utilizing the existing potential especially in Omah Kecebong, so as to increase the number of tourists visiting.
4. For the community
 - a. Giving economic impact to the community with the Tourism Development of Omah Kecebong in Sleman Regency, Yogyakarta.
5. For Managers
 - a. Managers can take advantage of existing tourism potential with a good promotion strategy so that Omah Kecebong becomes the main tourist destination in Sleman Regency, Yogyakarta.