

ABSTRACT

The title of the research was the Evaluation on the Management of Pantai Baru Tourism Area in Poncosari Village, Srandakan Sub District, Bantul Regency. This research aimed at identifying the condition of Pantai Baru tourism area and at composing a concept for Pantai Baru area management. This research was conducted by using survey method with interview by filling questionnaire and by collecting secondary data. The respondents taken as the sample in this research consisted of the people, tourists, and stakeholders chosen purposively by the researcher. The data was analyzed using descriptive and spatial method. The result of the research shows that Pantai Baru is a tourism object that has beautiful beach scenery with black sand and big sea wave. This beach is also decorated with many pine trees and windmills equipped with various tourism, among others culinary stalls, parking area, bathrooms and toilets, mosque, hall, SARSATLINMAS station, playing pool, and ATV. The concept of Pantai Baru area management is led to family and education based tourism area supported by nature potential. The kinds of family tourism include traditional culture and the people activity in the surroundings, while the kinds of education tourism cover agriculture, animal farm, fishery, biogas and Hybrid Power Plant.

Keywords: Survey, tourist and potential