

## **CHAPTER IV**

### **CONCLUSION**

#### **1. CONCLUSION**

Focused on the issues and the results of the analysis that has been presented previously, it can be deduced as follows: First, Based on the analysis of internal factors and external factors identified their potential in terms of Nglanggeran Tourism Village:

- 1) Strengths include: The uniqueness of natural resources; The beauty of natural resources; There are variety of attractions offered to tourists; Accessibility tourist village located on the main road leading to the tourist attractions featured in Gunung Kidul Regency; Unique culture and attitude of the people in the tourist village; and Management managed by the groups in Nglanggeran Village is good enough or are already independent.
- 2) Weakness include: The lack of people skills in foreign language (English language) and The lack of human resources has been certified as a tour guide.
- 3) Opportunities include: There is support for actors in the management and improvement of tourism; The layout of the tourist village is so strategic to the location of another objects tours; Foreign and domestic tourists visit from the west path, is so much; As an alternative tour; and Had good cooperation between government, private, and community.

- 4) Threats include: Competition in the development of rural tourism; Their passive thought by the villagers to the development and improvement in the tourism sector; and Environmental contamination at the tourist village.

Second, Based on the conclusions of the SWOT matrix, priorities that can be done in improving the tourism potential in the tourist village with improving facilities to support the development of tourism and the development of human resources in tourism village.

## **2. SUGGESTION**

The development of tourism requires the support or involvement of all stakeholders in tourism. Society is one of the important elements of stakeholders to work together with government and business / private sector in implementing and supporting the enhancement and development of tourism, therefore, in the development and enhancement of tourism in the ASEAN Economic Community (AEC) required regulatory measures increasingly able to realize the integration in the operation of tourism activities, and encourage efforts to improve the quality of the environment to nurture local wisdom in Nglanggeran Tourism Village.

The development of tourism must take up the position, potential and role either as subjects or actors, and objects or beneficiaries of tourism development. Support communities to determine the success of improvement and development of tourism in Nglanggeran Tourism Village in the ASEAN Economic Community (AEC). That support can be obtained through the planting of community awareness of the importance of tourism development in order to achieve progress and prosperity.