

CHAPTER I

INTRODUCTION

A. Background

The tourism sector is a mainstay sector in supporting national development. Because of the tourism sector there can be obtained several benefits, namely increasing foreign exchange, expanding employment and improving the welfare of the community. In line with the stages of national tourism development, the implementation of national tourism development is carried out in a comprehensive, balanced, gradual and sustainable manner. With this, the tourism development sector will have an impact on the economy of the community around the tourism area.

As we have seen, Indonesia has a diverse potential of tourism objects. Indonesian tourism it needs to be given more attention to be optimized and developed because Indonesia is one of the countries that has considerable tourism potential. To increase the local revenue, each region competes and seeks to explore the potential of their natural resources. This was triggered by the implementation of regional autonomy, which demanded that each region develop regional potential based on the resources possessed by each region. The enactment of regional autonomy forces every region to develop and see every potential that exists and how that potential can be optimized.

Indonesia as a developing country also has special attention to the development of the tourism industry and development is expected to spur growth Indonesian economy. Besides being useful to improve employment

tourism development also aims to introducing and cultivating the beauty of nature and culture of Indonesia and can further strengthen the brotherhood as well national and international friendship (Yoeti, 1982)

This study uses the IFAS and IFAS methodologies, Analyzing the internal environment (IFAS) to find out various possible strengths and weaknesses. Strategic issues to be monitored must be determined because these problems might affect tourism in the future. Analyzing the external environment (EFAS) to find out various opportunities and threats. Strategic issues to be monitored must be determined because these problems might affect tourism in the future.

With the support of quality human resources, the role of tourism is influential in its development towards the present era. Human resources referred to here are those who are able to provide and manage tourism facilities and infrastructure so that they can be used by visiting tourists. In order to attract tourists to visit tourist objects, facilities and infrastructure need to be developed and meet clean requirements. The tourists who visit can feel comfortable while in a tourist attraction if adequate facilities and infrastructure are provided.

By promoting a number of tour packages, it is one of the ways the government develops cave tourism in its region. The purpose of this promotion is to attract domestic and foreign tourists and introduce regional tourist attractions that are still very rarely exploited, the government also promotes through internet media.

One city that has become a tourist destination is the city of Yogyakarta. Besides being known as a student city, Yogyakarta is also known as a city that has many tourist attractions both natural attractions, beach tourism, cultural tourism, and cave tourism. One of the cave destinations in Yogyakarta is located in Gunungkidul Regency. Gunung Kidul Regency is a district in the province of Yogyakarta Special Region with its capital city Wonosari. Gunungkidul Regency consists of 18 sub-districts and 144 villages (Permendagri No. 66 of 2011). This district has an area of 1,431.42 km². Gunungkidul Regency has a variety of economic potentials ranging from mining, fisheries, agriculture, and livestock, industry, flora and fauna, forests and tourism potential. Most of the agriculture, owned by Gunungkidul Regency is rain-fed dry land (\pm 90%) which depends on the climate cycle, rainfall very determine yields. Gunungkidul Regency also has a large number of caves which are located in almost all regions of Gunungkidul Regency, approximately 24 caves in Gunungkidul Regency.

Table 1. 1
The number of tourists in Gunungkidul Regency
in 2011-2016 (millions)

No	Year	Tourist		
		Foreign	Local	Total
1	2011	1.299	615.397	616.696
2	2012	1.800	998.587	1.000.387
3	2013	3.751	1.333.687	1.337.438
4	2014	3.060	1.952.747	1.955.817
5	2015	4.125	2.638.634	2.642.759
6	2016	3.891	2.989.006	2.992.897

Source: Buku Statistik Kepariwisata Kabupaten Gunungkidul Tahun 2017

From table 1.1 describe the development of the number of tourists in Gunungkidul in the past 6 years has increased from year to year. But fluctuations in the number of foreign tourist visits, in 2013 the number of foreign tourists in Gunungkidul Regency was 3,751 while in 2014 it decreased to 3,060 tourists. In 2015 the number of foreign tourists rises again by 4,125 tourists, but in 2016 there was a decline in the number of 3,891.

Gunungkidul has around 24 cave tourism objects, one of which is the Cave of Pindul Cave is located in Gelaran2, RT.03 / RW.16, Bejiharjo, Karangmojo, Gunung Kidul Regency, Special Region of Yogyakarta, Around the cave there are also many tourism supporting facilities such as restaurants and hotels that are good and interesting. there are still many people who do not know about the existence of cave tourism potential in Gunung Kidul which can be maximally developed by the surrounding community and local government because it still has many limitations and obstacles in the management and development of tourism especially.

Table 1. 2

The number of hotel accommodation by District in Gunungkidul Regency in 2015 and 2016 (unit)

No	District	Hotel		Room		Bed	
		2015	2016	2015	2016	2015	2016
1	Panggang	-	-	-	-	-	-
2	Purwosari	25	35	358	444	477	592
3	Paliyan	-	-	-	-	-	-
4	Saptosari	-	-	-	-	-	-
5	Tepus	6	30	44	257	59	343
6	Tanjungsari	9	40	78	143	104	191
7	Rongkop	-	-	-	-	-	-
8	Girisubo	-	-	-	-	-	-
9	Semanu	-	-	-	-	-	-
10	Ponjong	-	-	-	-	-	-
11	Karangmojo	-	-	-	-	-	-

12	Wonosari	11	15	134	192	179	256
13	Playen	1	1	5	8	5	11
14	Patuk	1	1	6	9	8	12
15	Gedangsari	-	-	-	-	-	-
16	Nglipar	-	-	-	-	-	-
17	Ngawen	-	-	-	-	-	-
18	Semin	-	-	-	-	-	-
	Jumlah	53	122	625	1.053	832	1.404

Source: Buku Statistik Kepariwisata Kabupaten Gunungkidul Tahun 2017

Table 1.2 informs that the number of Hotels based on Kecamatan in Gunungkidul Regency in 2015 and 2016 has been very good because it has increased from 2015 to 2016. However, there are many sub-districts in Gunungkidul Regency that do not have hotel/lodging facilities, especially around the pindul cave.

Table 1. 3

The number of restaurants by District in Gunungkidul Regency in 2015 and 2016 (Unit)

No	District	2015	2016
1	Panggang	-	2
2	Purwosari	-	7
3	Paliyan	-	2
4	Saptosari	-	-
5	Tepus	8	24
6	Tanjungsari	10	31
7	Rongkop	-	-
8	Girisubo	-	5
9	Semanu	-	9
10	Ponjong	-	12
11	Karangmojo	-	19
12	Wonosari	7	33
13	Playen	3	16
14	Patuk	2	8
15	Gedangsari	-	-

Source: Buku Statistik Kepariwisata Kabupaten Gunungkidul Tahun 2017

Table 1.3 shows that the number of Restaurants according to Districts in Gunungkidul Regency in 2015 and 2016 has been very stable because the

number of Restaurants / Restaurants in each District has increased from 2015 to 2016, even in 2015 there were several sub-districts that did not have Restaurants but in 2016 already exists. This means that the restaurant in Gunungkidul Regency has developed.

Table 1. 4
The number of visitors to Pindul Cave in 2011-2016

No	Year	Visitor
1	2011	5.421
2	2012	60.203
3	2013	72.021
4	2014	76.612
5	2015	69.516
6	2016 (August)	65.553

Source: Pokdarwis Desa Bejiharjo (Dewa Bejo)

Table 1.4 shows that from 2011 to 2014 the number of Pindul Cave tourists tended to increase. Starting from 2011, tourists visiting the Pindul Cave only numbered 5,421 tourists. Then, in 2012 there was a surge of tourists to reach 60,203 tourists. This increase in tourists is almost ten times that of 2011. In 2013 there was an increase of 72,021 tourists. Likewise, in 2014 there were 76,512 tourists who experienced an increase in visitors. However, in 2015 and 2016 there was a decrease in the number of tourists, namely 69,516 and 65,553 tourists.

The development of Pindul Cave as a tourist destination has had a significant impact on the community, especially for the people around Pindul Cave. Prominent changes are seen in social, economic and cultural conditions. In the past, Pindul Cave's condition was quiet, quiet, and no activity was found, but after opening and developing it into a tourist destination, Pindul

Cave was increasingly crowded because every day there were many visitors. This of course brings a lot of rupiah coffers from tourists. Economic changes can be seen from improving the economy of tour guide members. Initially their house was not organized, now it has started to build, this shows the circulation of money in the group. Another impact that was felt on the development of the Pindul Cave tourist destination was the opening of new jobs in the tourism sector which had good prospects which affected the economy of the communities around Pindul Cave. Official data obtained from Pokdarwis Dewa Bejo, shows the absorption of the number of workers as Pindul Cave tourist destination managers of more than one hundred people and all workers involved various hamlets in Bejiharjo Village. However, the opening of this field of employment does not necessarily change the overall standard of living of the people living around Pindul cave.

From this conclusion and look back at the problems around the Pindul Cave area, even though we know that the Pindul Cave area has become a tourist area. Many tourists, both domestic and foreign tourists, have come to visit Pindul Cave. However, the problem is that there are still many local communities whose economies are said to be left behind.

Regarding the background explanation above, in this study, the author was interested in conducting a study *"SWOT Analysis Tourism Development Strategies In order to Increase Public Income around Pindul Cave in Gunungkidul Regency"*

B. Limitation of Problems

Because the scope of this study discusses the development of tourism, in this study, researchers limit observed tourism objects, especially cave tourism to develop and manage natural tourism to enhance tourist attraction that aims to increase tourist visits.

C. Problem Formulation

Based on the background described above, the researcher took several formulation of the problems to be discussed in this study as follows:

1. What is the strength of internal tourism factors around Pindul Cave in Gunungkidul Regency?
2. What are the weaknesses of internal tourism factors around Pindul Cave in Gunungkidul Regency?
3. What are the opportunities of external tourism factors around Pindul Cave in Gunungkidul Regency?
4. What are the threats from external tourism factors around Pindul Cave in Gunungkidul Regency?
5. What is the tourism development strategy around Pindul Cave in Gunungkidul Regency?

D. Purpose

The objectives of the problem formulation the researcher explained above are as follows:

1. To find out the strength of internal tourism factors around Pindul Cave in Gunungkidul Regency
2. To find out the weaknesses of internal tourism factors around Pindul Cave in Gunungkidul Regency

3. To find out the opportunities of external tourism factors around Pindul Cave in Gunungkidul Regency
4. To find out the threats from external tourism factors around Pindul Cave in Gunungkidul Regency
5. To explore tourism development strategies around Pindul Cave in Gunungkidul Regency

E. Benefit

1. Theoretical benefits

a. For author

The author gained an understanding in implicating and disseminating the theories obtained and can add knowledge and insight into the development of economically disadvantages communities that are still left behind around the Pindul Cave, Gunungkidul Regency.

b. For Previous Researchers

This research is expected to provide references and contributions for future researchers who are interested in researching in particular the tourism development sector.

2. Practical Benefits

a. For Local Government

Can contribute ideas and information material in carrying out tourism development policies and become a study for local governments to help develop Gunungkidul cave tourism.

b. For the community

This research is expected to be able to help the wider community or community to find out information about the very important role of the community in developing tourism to increase income.

CHAPTER II

LITERATURE REVIEW

A. Theoretical Foundation

1. Tourism

According to the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, it is stated that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local government. Tourism is a travel activity carried out by all the time from the original place of residence to the destination area with the excuse not to settle or earn a living but only to fulfill curiosity, spend leisure time or holidays and other purposes.

Kodhyat (1998) Tourism is a series of activities carried out by humans both individually and in groups within other countries. These activities use convenience, services and other supporting factors that are carried out by the government and / or the community, in order to realize the desires of tourists.

Tourism is a journey that people do temporarily, which is held from one place to another leaving its original place, with a plan and with the intention not to try or make a living in the place visited, but solely to enjoy pertamsyaan and recreational activities or to fulfill diverse desires. Richardson and Fluker (2004).

B. Tourism Development

Tourism development is a series of efforts to realize integration in the use of various tourism resources integrating all forms of aspects outside tourism that are directly or indirectly related to the continuity of tourism development (Swarbrooke, 1996).

According to Wulandari (2015), there are several things that determine the development of a tourist attraction including:

1. Tourist Attractions

The attractions are the attraction of tourists for vacation. Identified attractions (natural resources, human resources, culture and so on) need to be developed to become a tourist attraction. Without tourist attractions, there are no events, other main parts will not be needed.

2. Promotion and Marketing

Promotion is a plan to introduce tourist attractions offered and how attractions can be visited. For planning, promotion is an important part.

3. Tourism Market (Sending tourist community)

The tourist market is an significant part. Although for planning does not needed a complete and in-depth research, but information about the trend of the doer, eagerness, needs, origin, motivation, and so on and tourists need to be collected from those on holiday.

4. Transportation

The income and eagerness of tourists are with the opinion of transportation suppliers. Transportation has a large impact on the volume and location of tourism development.

5. Society

Tourist receiver who provide accommodation and tourist support services (facilities and services).

C. Tourism Infrastructure

Infrastructure development and human resources are prerequisites for developing the tourism sector. Both of these can invite tourists.

According to Suwanto (2004) the main elements that must get attention to support the development of tourism in tourist destinations involving planning, development and development include 5 elements:

1. Attraction and tourist attraction
2. Tourism infrastructure
3. Tourist facilities
4. Management / infrastructure
5. Community / Environment

Infrastructure is a situation that supports the function of tourism facilities and infrastructure, both in the form of a regulatory system and physical buildings above the ground level and below the surface of the land such as (Suwanto, 2004):

1. Irrigation systems, distribution of clean water, sewage systems that help restaurant or hotel facilities.
2. The source of electricity and energy and its distribution network, which is a vital part of the implementation of satisfy tourism facilities.
3. The transport lane and terminal systems that are satisfy and smooth will make it easier for tourists to visit tourist objects.

4. A communication system that makes it easy for tourists to get information capable of sending information quickly and exactly.
5. Security or surveillance systems that provide convenience in various sectors for tourists. Security determines, on the road, and in tourist objects, shopping centers, will increase the attractiveness of a tourist attraction or tourist destination. Here there needs to be a strong collaboration between security officers, both private and government, because with so many people aiming at tourist areas and human mobility, that is so fast requires a tight security system with officers who are always ready at all times.

"Infrastructure development is a requirement for the majority, number one, before making anything else. Infrastructure is more important than promotion," said the chairman of the steering committee, M Ikhsan, who explained the research results of members of the Indonesian Economic Bachelor Association (ISEI) at the ISEI seminar in Gorontalo, Thursday (29/9/2016).

D. Community Based Tourism (CBT)

1. Pantin and Francis (2005) compiled the resolution of Tourism-Based Tourism (CBT) as an integration and collaboration between understanding and tools (tools) for economic empowerment of society, through discussion, development and marketing of natural resources and cultural resources. Demartoto and Sugiarti (2009: 19) planning CBT as a development of the community by the community and for the community. While according to the author the concept of developing CBT is development that requires access, participation, control and benefits to the

community in economic, social, cultural, political and environmental aspects.

2. The Basic Principles of Community Based Tourism (CBT) according to UNEP and WTO (2005) as follows. (1) supporting, supporting and developing ownership in the tourism industry; (2) involving community members in carrying out every aspect; (3) develop community pride; (4) developing community quality of life; (5) ensuring environmental sustainability.

E. Income

Income is all receipts in the form of money or in the form of goods originating from other parties or industrial products which are valued on the basis of the amount of money from the assets prevailing at that time.

Revenue is all receipts in the form of money or goods originating from other parties as well as industrial products obtained from the base of the money from the assets that prevailed at that time. Revenue is a source for someone to fulfill their daily needs and is very important for the survival and livelihood of someone directly and not directly (Suroto, 2000).

In other opinion, income is a gross increase in assets or a decrease in liability or a combination of both during the period chosen by the statement of income that results from a halal investment, profit, such as limited investment account management (Antonio, 2001).

Central Bureau of Statistics, understanding income is divided into 2 types:

1. Distributed factor income

This group factor income can be divided according to the source to:

- a. Income as wages
- b. Income from own business and work
- c. Income from property ownership

2. Redistributive transfers

This group, consisting mainly of income transfers that are not binding, is usually a reward for goods/services/property rights. Then the Central Bureau of Statistics distinguishes the definition of income in the form of money and goods. This can be seen from the description as follows:

According to the Accounting Principle Board quoted by Theodorus Tuanakotta (1984) in the book Theory of Accounting the notion of income is "Income as an inflow of assets into a company as a result of the sale of goods and services". From all the descriptions above, it is explained that income plays an important role in fulfilling life needs, where income is a measure used to see whether a person's life is established or feasible. By having a high income, at least all basic needs can be fulfilled so that they can reach the level of life that we call feasible.

F. SWOT Analysis Strategy

Rangkuti (2016) strategic planning analysis is one of the fields of study that is much seriously studied in the academic field. The main objective of

strategic planning is that companies can objectively see internal and external conditions, so companies can anticipate changes in the external environment.

Strategy is a tool to achieve goals. Furthermore Anwar (2016) says the definition of strategy is a tool to achieve company goals in relation to long-term goals, follow-up programs, and priority allocation of resources. SWOT analysis as a strategy formulation tool. SWOT analysis is the identification of various factors systematically to formulate a company's strategy. This analysis is based on logic that can maximize the strengths and opportunities (Opportunities), but can simultaneously minimize weaknesses (Weaknesses) and threats (Threats), (Rangkuti, 2016).

G. Previous Research

This research is supported by various previous research studies is an empirical study that is useful as a basis for thinking and at the same time to know and learn various methods of analysis used which is likely to be applied by researchers in this study. Several studies related to this study with results and different methods have been done. the following will be presented in some of these studies:

Research conducted by Irawan (2016) entitled "The Sacred, The Profane and Tourism: Exploring Indicators of Sustainable Tourism Development in Parangtritis and Parangkusumo, Yogyakarta" with the research method used is a quantitative technique to meet research objectives, and to assess indicators. This study uses primary data, namely observation and interviews aimed at tourist visitors, local residents, people involved in tourism-related businesses

at the destination (facility owners & staff), and local authorities. This study also uses a structured questionnaire that is applied to express the respondents' perceptions of the temporary set of indicators at the same time. The research results show that there are several very important factors in maintaining the sustainability of tourism development, namely economic, socio-cultural and environmental aspects that are interconnected with each other in achieving sustainable tourism development. Economic indicators for surrounding communities are a very important role. Based on the results of the study, since the beginning of the development of Parangtritis and Parangkusumo beaches, there has been an increase in diversification of income sources as a result of the development of tourist areas. This is evidenced by the many employment opportunities in the tourism sector for the local community. Another important aspect in the development of tourism in an area is the satisfaction of the local community for tourism activities because the tourism sector has brought economic and social benefits in the form of diversifying sources of income and increasing the quantity and quality of infrastructure that is indirectly felt by the surrounding community.

Marketing Communication Strategies of Cultural and Tourism Departments of Gunungkidul and Sleman Regencies: A Comparative Analysis conducted by Ayu in (2011) using a descriptive comparative analytical method with qualitative data. Data gathering techniques include an interview, observation and documentation. Interviews with the Heads of Cultural and Tourism Departments of Gunung Kidul as well as Sleman Regencies. Based

on the research of marketing communication and tourism departments, it can be concluded that the elements of personal selling are advantages in marketing eco-tourism such as providing tour guide services and offering tour packages. Culture and Tourism Department of Sleman has advantages in conducting marketing communication strategy, which was through advertising. This action was performed by making an electronic advertisement for outdoor media that can be viewed by many people.

Delita (2012) "SWOT analysis for the development of mual mata tourism object development in sub-district of bandar district simalungun" Data was analyzed descriptively then to determine the strategy for developing natural attraction Eye Mual Bathing was carried out by SWOT analysis. Conclusions obtained from researchers are the strategy of developing natural tourist attraction for eye bathing, including building facilities such as access roads, transportation equipment and accommodation facilities, making tourist attractions and promoting tourism objects, developing tourism products, and involving the community in tourism management. If all the strengths and opportunities are increased and minimize weaknesses and avoid threats carried out supported by the application of appropriate development strategies, Mual Mata Bathing Nature Tourism located in Bandar Meriah Village, Pematang Bandar District, Simalungun Regency will be able to compete with other tourism objects in Simalungun Regency even in North Sumatra.

Brahmanto (2013), entitled strategy of pindul cave tourism development through the surrounding community empowerment program This study used a

descriptive-qualitative method with a Rationalistic approach conclusions obtained by researchers that from the three parties that manage Pindul cave attractions which include tourism, tourism and coral village cadets of Bejiharjo Karangmojo are given their territory or work area so that land disputes where they manage will no longer occur. This method has been successful while. Secondly, in order for a conducive situation to occur between the three Pindul Cave tourism managers, the Gunung Kidul district government embraces the surrounding residents of Pindul to participate in managing the Pindul cave tourist attractions by means of local residents being parking attendants, guides or tourist guides from outside the city to can reach Pindul cave attractions. Third, the tourism marketing strategy of Pindul Cave is done by creating a website about Pindul Cave tourism objects, making my Pindul site on social media such as Facebook, Twitter or other social media. This method has managed to suck tourists both from within and outside the country to come to Pindul cave attractions.

Umi (2016) "analysis of potential and development of tourism in nusakambangan area cilscsp south district as tourist attraction in cilacap district" The method used in this study was in the first objective, in the form of direct observation in the field and interviews with management and technical his analysis uses scoring for internal, external and combined potential. The analysis used is SWOT by looking at Strenght, Weakness, Opportunities, and Threats contained in each tourist attraction that is used to

see the strategy and direction of development for the future. Conclusions obtained by researchers:

1. Evaluation of the tourism potential of Nusakambangan Island, Cilacap Selatan District, which can be used as a tourist attraction in Cilacap Regency, is Kampung Laut with the highest internal and external potential, namely 27 which has various supporting facilities for tourism activities and the lowest tourist attractions is Maria cave with a score of 17 because there are no facilities to support tourism activities, the absence of infrastructure and roads is also difficult to reach.
2. To develop a strategy as a development around the Nusakambangan tourism area, optimizing the power possessed in order to attract visitors to tourism objects, in collaboration with other parties such as the government for the management and construction of tourist attractions.

Tamara (2018) "Analysis of Tourism Object Development Strategies in Jolotundo Site as a Tourism Object in the Mojokerto Regency Cultural Tourism Designation Area" this type of research is quantitative research. The conclusion obtained by the researcher is 1. Internal factors that support the development of tourism tourism The Jolotundo site is a cultural tourist attraction, namely historical heritage, water quality which is believed to have efficacy, cool air conditions and facilities and infrastructure such as the gazebo and joglo, and the quality of human resources owned, managerial hospitality, and the active role of the surrounding community. Internal factors that hamper are basic facilities and infrastructure that are still lacking (toilets,

lodging). The frequency of promotions is not too frequent and the price of admission and parking is too expensive. 2. External factors that support development are good road conditions. The obstacle is the absence of public transportation to the location, far from the district center. Lack of supporting facilities around tourism objects such as lack of health facilities, communication facilities and hotels and restaurants.

Rahmawati (2017) entitled "Development Strategy for Sustainable Cultural Tourism in Lawas Maspati Village, Surabaya" this study used descriptive qualitative analysis, content analysis, IFAS EFAS and SWOT matrix. Conclusions obtained by researchers Factors affecting the sustainability of cultural tourism in Lawas Maspati Village are obtained from the results of interviews, observations and questionnaires can be distinguished into factors of strength, weakness, advantages, and challenges. All of these factors will then be input into IFAS EFAS analysis and SWOT matrix preparation. Based on an analysis of internal factors and external factors, a sustainable cultural tourism development strategy in Lawas Maspati Village is a growth strategy. The strategy shows that cultural tourism in the village is in a favorable position because it has more dominant opportunity and strength factors. The results of the SWOT matrix compilation by compiling four main strategies, namely the strategy of opportunities, stresses, weaknesses-opportunities, and weaknesses threats indicate that there are four main development strategies that can be implemented in Lawa Maspati Village. These strategies include strategies for optimizing cultural tourism

management, strategies for optimizing the potential of home based enterprises in the villages to support tourism activities, utilizing intangible culture in the village as a product of cultural tourism and managing tangible cultural assets in villages through job opportunities.

Mulyati (2018) entitled "Development of Tourism Potential in Banda Aceh City with SWOT Analysis" The purpose of the research was to formulate a strategy for developing tourism objects in Banda Aceh through the SWOT approach. The results of the analysis were obtained, namely: maintaining and improving the quality of tourism objects, coordinating with the government (related agencies) and the community in developing tourism objects, utilizing the government and community support to improve the quality of tourism objects, cooperating with business people in marketing improve the quality of human resources and multiply tourism support facilities.

Zhang (2012) entitled Research on Rural Tourism Development Strategies in Suzhou Based on SWOT Analysis using the SWOT analysis method to make a comprehensive evaluation and analysis of strengths, weaknesses, opportunities and threats in developing rural tourism in Suzhou. Based on the results of his research, rural tourism can make full use of tourism resources in rural areas to adjust and optimize the structure of rural industries, expand the agricultural industry chain, develop rural tourism services, promote non-agricultural work, increase farmers' incomes, and create a better economic base for rural construction. Thus, the development of rural

enrichment tourism, innovation and optimization of the structure of tourism products, adapt to the development of personalized tourism, and help meet the various demands of tourists, spread potential tourism markets, and develop new additional points of the tourism economy.

Yohanis and Ratang (2018) entitled *Tobati Enggros Village Tourism Development Model in the Community Revenue Strategy in Jayapura City* uses qualitative and quantitative data. The analysis used in this study is a SWOT analysis. This conclusion was obtained by the authors about strategies to develop tourism and can increase the allocation of funds. and the government must be able to streamline expenditure costs. Technological advances must be used to develop tourism governance and the quality of human resources. And that development is still lacking. The strategic location of the region and the greater distance between villages make it possible to improve roads and improve governance. Increasing economic growth can create opportunities to increase competitiveness so that it can increase the quantity and quality of human resources.

H. Research Framework

The strategy of developing tourism on the island is to have an impact on economic growth, increase the income of the community around the cave, increase employment opportunities, and preserve the cave environment in sustainable manner. It is also the vision and realize of Gunungkidul as a leading and cultured destination for social business, advanced, and prosperous in 2021 by knowing the conditions and potential that exist in tourism objects,

as well as examining various managers, tourists and communities in creating tourism development strategies. The following is the framework of this study:

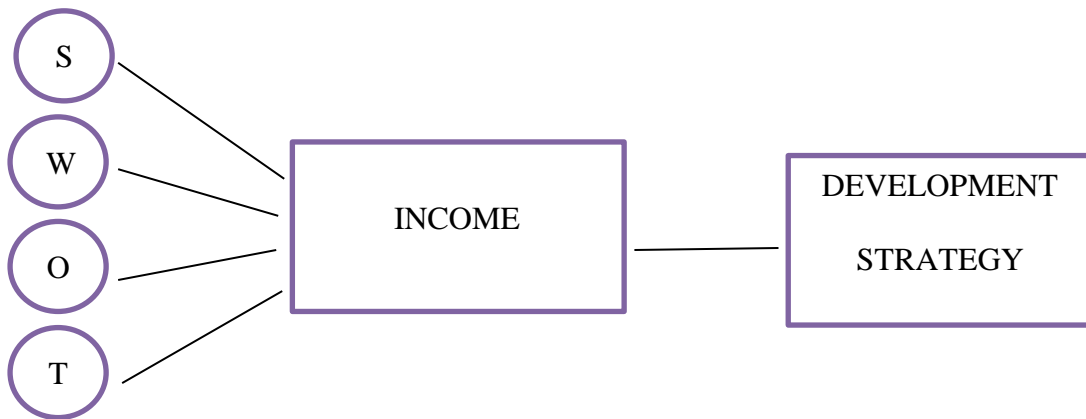


Figure 2. 1
Research Framework.