



Langgeran Patuk Gunungkidul Tourism Attraction Management Strategy: A Qualitative Study

Tri Suyud Nusanto ^{1*}, Sony Heru Priyatno ², Tonny Hendratono ³

Ambarrukmo Tourism College, Yogyakarta, Indonesia

trisuyudnusanto@stipram.ac.id ^{1*}

Address: Jl. Ahmad Yani Jl. East Ringroad No.52, Pelem Mulong, Banguntapan, Kec.
Banguntapan, Bantul Regency, Yogyakarta Special Region 55198

Author correspondence: trisuyudnusanto@stipram.ac.id

Article History:

Received Juli 06, 2024;

Revised: Juli 25, 2024;

Accepted: Agustus 10, 2024;

Published: Agustus 15, 2024;

Keywords: Touris Attraction
Management, Management
Strategy, Sustainable Tourism,
Tourism Development

Abstract: This qualitative study aims to investigate the strategies for managing the attractions of Langgeran Patuk Gunungkidul, a tourist destination in Indonesia. The research draws on a review of previous studies on tourism management in Indonesia and abroad, highlighting the importance of infrastructure and facilities, human resources, coordination, and promotion in enhancing the tourist experience. The study identifies internal and external factors that attract tourists, including the natural beauty and cultural significance of the site, as well as accessibility and government support. It also emphasizes the need for sustainable tourism practices that involve local stakeholders and prioritize environmental and cultural conservation. The study concludes that the management of tourist attractions requires a multifaceted approach that incorporates education, culture, and adventure tourism, as well as community engagement and participation. It suggests that the development of tourism infrastructure and facilities should be done in a way that is environmentally friendly and supports local communities. The study contributes to the understanding of the complexities involved in managing tourist attractions and provides insights for policymakers and practitioners seeking to develop sustainable tourism practices in Indonesia.

1. INTRODUCTION

Background

a. Tourism Potential of Langgeran Patuk Gunungkidul

Gunungkidul Regency, Yogyakarta Special Region, is famous for its stunning natural charm. One of the popular tourist attractions in Gunungkidul is Langgeran Cave, which is located in Patuk Village, Patuk District. Langgeran Cave is a geological site that is millions of years old and holds various historical and cultural relics. Apart from that, Langgeran Cave also offers the amazing beauty of stalactites and stalagmites. Around Langgeran Cave ³, there are various other interesting tourist attractions to visit, such as Watu Wayang, Sri Gethuk Waterfall, and Watu Jaran. This diverse tourism potential makes Langgeran Patuk one of the leading tourist destinations in Gunungkidul.

b. The Importance of Management of Tourist Attractions

Effective management of tourist attractions is very important to ensure the sustainability of tourist attractions and provide optimal benefits for the surrounding community. Good management can improve the quality of tourist attractions, maintain cleanliness and environmental sustainability, and increase comfort and safety for tourists. Effective management of tourist attractions can also help increase local community income and encourage economic growth in the area. Therefore, it is important to implement appropriate tourist attraction management strategies in Langgeran Patuk Gunungkidul.

c. The gap between the potential and reality of managing the Langgeran Patuk Gunungkidul tourist attraction

Even though it has great tourism potential, the management of the Langgeran Patuk Gunungkidul tourist attraction still faces several obstacles. Some of the obstacles faced include:

- 1) Lack of adequate tourist infrastructure and facilities, such as damaged roads, narrow parking spaces and inadequate toilets.
- 2) Lack of trained human resources to manage tourist attractions.
- 3) Lack of coordination between stakeholders involved in managing tourist attractions.
- 4) Lack of effective promotions to attract tourists.

The gap between the potential and reality of managing the Langgeran Patuk Gunungkidul tourist attraction needs to be addressed immediately. Therefore, it is necessary to carry out research to examine appropriate and effective tourist attraction management strategies.

Problem Formulation

a. How is the Langgeran Patuk Gunungkidul tourist attraction currently managed?

This question aims to understand the current state of management of the Langgeran Patuk Gunungkidul tourist attraction. This includes aspects such as:

- 1) Tourism infrastructure and facilities: Are the tourist infrastructure and facilities in Langgeran Patuk Gunungkidul adequate to serve tourists?
- 2) Human resources: Are trained human resources available to manage the Langgeran Patuk Gunungkidul tourist attraction?
- 3) Coordination: How is the coordination between stakeholders involved in managing the Langgeran Patuk Gunungkidul tourist attraction?
- 4) Promotion: Are the promotions carried out to attract tourists to Langgeran Patuk Gunungkidul effective?

- b. What are the factors that influence the management of the Langgeran Patuk Gunungkidul tourist attraction?

This question aims to identify factors that influence the management of the Langgeran Patuk Gunungkidul tourist attraction. These factors can be categorized into:

- 1) **Internal factors:** Factors originating from within the management of the Langgeran Patuk Gunungkidul tourist attraction, such as the availability of funds, human resources and coordination.
 - 2) **External factors:** Factors that come from outside the management of the Langgeran Patuk Gunungkidul tourist attraction, such as government policies, economic conditions and tourist trends.
- c. What strategies can be implemented to improve the management of the Langgeran Patuk Gunungkidul tourist attraction?

This question aims to formulate strategies that can be implemented to improve the management of the Langgeran Patuk Gunungkidul tourist attraction. These strategies should be based on an analysis of current management and factors influencing management.

Research Objectives

This research aims to:

- a. Analyzing the Current Management of the Langgeran Patuk Gunungkidul Tourist Attraction

The first aim of this research is to analyze the current management of the Langgeran Patuk Gunungkidul tourist attraction. This analysis will include:

- 1) **Tourism infrastructure and facilities:** Identify the types of tourism infrastructure and facilities available at Langgeran Patuk Gunungkidul, as well as their condition and level of suitability.
- 2) **Human resources:** Map the human resources involved in managing the Langgeran Patuk Gunungkidul tourist attraction, including their skills, experience and roles.
- 3) **Coordination:** Examining coordination mechanisms between stakeholders involved in managing the Langgeran Patuk Gunungkidul tourist attraction, such as local government, tourist attraction managers, local communities and tourism business actors.
- 4) **Promotion:** Evaluate the promotional strategies carried out to attract tourists to Langgeran Patuk Gunungkidul, including their effectiveness and development potential.

b. Identifying Factors that Influence the Management of the Langgeran Patuk Gunungkidul Tourist Attraction

The second aim of this research is to identify the factors that influence the management of the Langgeran Patuk Gunungkidul tourist attraction. These factors can be categorized into:

- 1) **Internal factors:** Factors originating from within the management of the Langgeran Patuk Gunungkidul tourist attraction, such as the availability of funds, human resources, coordination and internal policies of the tourist attraction manager.
- 2) **External factors:** Factors originating from outside the management of the Langgeran Patuk Gunungkidul tourist attraction, such as local government policies, economic conditions, tourist trends, tourism regulations, and environmental issues.

c. Formulate a strategy to improve the management of the Langgeran Patuk Gunungkidul tourist attraction

The third aim of this research is to formulate a strategy to improve the management of the Langgeran Patuk Gunungkidul tourist attraction. These strategies will be based on an analysis of current management and factors influencing management. The strategy formulated must:

- 1) **Realistic and implementable:** The strategy formulated must consider the available resources and conditions of the Langgeran Patuk Gunungkidul tourist attraction.
- 2) **Sustainable:** The strategy formulated must pay attention to the sustainability of the Langgeran Patuk Gunungkidul tourist attraction and the surrounding environment.
- 3) **Involving stakeholders:** The strategy formulated must involve stakeholders related to the management of the Langgeran Patuk Gunungkidul tourist attraction.

Benefits of Research

This research is expected to have the following benefits:

a. Provide information about the management of the Langgeran Patuk Gunungkidul tourist attraction

It is hoped that the results of this research will provide comprehensive information about the current management of the Langgeran Patuk Gunungkidul tourist attraction. This information may be useful for:

- 1) **Regional government:** The results of this research can be input for local governments in formulating tourism development policies and strategies in Gunungkidul Regency.

- 2) **Tourist attraction managers:** The results of this research can provide input for managers of the Langgeran Patuk Gunungkidul tourist attraction to improve the quality of tourist attraction management.
 - 3) **Local community:** The results of this research can provide information for local communities about the potential and opportunities for tourism development in Langgeran Patuk Gunungkidul.
 - 4) **Researcher:** The results of this research can be a reference for other researchers who want to conduct research on the management of tourist attractions in Indonesia.
- b. Provide Recommendations to Improve Management of the Langgeran Patuk Gunungkidul Tourist Attraction

It is hoped that this research can produce concrete recommendations to improve the management of the Langgeran Patuk Gunungkidul tourist attraction. These recommendations may include:

- 1) **Development of tourism infrastructure and facilities:** Recommendations for the types of tourism infrastructure and facilities that need to be developed in Langgeran Patuk Gunungkidul.
 - 2) **Improving human resources:** Recommendations for increasing the competency and expertise of human resources involved in managing the Langgeran Patuk Gunungkidul tourist attraction.
 - 3) **Coordination development:** Recommendations for improving coordination between stakeholders involved in managing the Langgeran Patuk Gunungkidul tourist attraction.
 - 4) **Development of promotional strategies:** Recommendations for increasing the effectiveness of promotional strategies carried out to attract tourists to Langgeran Patuk Gunungkidul.
- c. Supporting Tourism Development in Gunungkidul Regency

It is hoped that the results of this research can support tourism development in Gunungkidul Regency. This can be achieved through:

- 1) **Improving the tourist attraction of Langgeran Patuk Gunungkidul:** A better tourist attraction will attract more tourists to Langgeran Patuk Gunungkidul and Gunungkidul Regency as a whole.
- 2) **Increase local community income:** An increase in the number of tourists will increase the income of local communities involved in the tourism sector.
- 3) **Creating jobs:** Tourism development will create new jobs for local communities.

- 4) **Preserving culture and the environment:** Sustainable tourism development can help preserve culture and the environment in Gunungkidul Regency.

2. RESEARCH METHOD

Types of Research

This research uses a qualitative approach. Qualitative research according to Creswell, JW (2018) is a research method that focuses on understanding the meaning behind the phenomenon being studied, by collecting rich and in-depth data, and analyzing it interpretively. This approach allows researchers to gain a more comprehensive understanding of the context and different perspectives of stakeholders involved in managing the Langgeran Patuk Gunungkidul tourist attraction.

Reasons for Choosing Qualitative Research:

- a. Qualitative research allows researchers to dig deeper into the various factors that influence the management of the Langgeran Patuk Gunungkidul tourist attraction, including internal and external factors, as well as the perspectives and experiences of the stakeholders involved.
- b. A qualitative approach allows researchers to understand the complex context and situation related to the management of the Langgeran Patuk Gunungkidul tourist attraction, which cannot be captured easily through quantitative research methods.
- c. Qualitative research produces rich and in-depth data that can provide valuable insights for developing effective and sustainable management strategies for the Langgeran Patuk Gunungkidul tourist attraction.

Research Approach

This research uses a case study approach. Case study is a research method that focuses on in-depth understanding of one or several specific cases (Creswell, JW, 2018). This approach allows researchers to collect rich and detailed data about the context, processes and outcomes of the cases studied. (Yin, R. K, 2016).

Reasons for Choosing a Case Study Approach:

- a. The case study approach allows researchers to study in depth the management of the Langgeran Patuk Gunungkidul tourist attraction, including the factors that influence management, the strategies implemented, and the resulting impacts.

- b. The case study approach allows researchers to understand the complexities and nuances associated with the management of the Langgeran Patuk Gunungkidul tourist attraction, which cannot be captured easily through other research methods.
- c. The case study approach produces findings that can provide a valuable contribution to the development of effective and sustainable tourist attraction management strategies in the future.

Data Collection Techniques

This research uses various data collection techniques to obtain rich and comprehensive information about the management of the Langgeran Patuk Gunungkidul tourist attraction. Data collection techniques used include:

a. In-depth Interview

In-depth interviews were conducted with stakeholders involved in managing the Langgeran Patuk Gunungkidul tourist attraction, such as:

- 1) Tourist attraction manager
- 2) Local government
- 3) Local community
- 4) Tourist visitors

In-depth interviews allowed researchers to dig deeper into the perspectives, experiences and knowledge of stakeholders regarding the management of the Langgeran Patuk Gunungkidul tourist attraction.

b. Participant Observation

Researchers conducted participant observations at the Langgeran Patuk Gunungkidul tourist attraction. Participant observation allows researchers to observe directly how the Langgeran Patuk Gunungkidul tourist attraction is managed, as well as how the interactions between stakeholders and tourist visitors are carried out.

c. Document Analysis

Researchers conducted document analysis related to the management of the Langgeran Patuk Gunungkidul tourist attraction, such as:

- 1) Tourism development master plan
- 2) Tourist attraction management report
- 3) Regional regulations related to tourism

Document analysis allows researchers to obtain information about policies, strategies and programs related to the management of the Langgeran Patuk Gunungkidul tourist attraction.

Data Analysis Techniques

This research uses two data analysis techniques, namely:

a. **Thematic Analysis**

Thematic analysis according to Creswell, JW (2018) is a qualitative data analysis method that focuses on identifying, categorizing and interpreting themes that emerge from the data collected.

Thematic Analysis Steps:

- 1) Transcription of interview and observation data
- 2) Read and review data repeatedly
- 3) Identify themes that emerge from the data
- 4) Categorize themes based on similarities and differences
- 5) Interpret the meaning of the themes found

b. **Descriptive Analysis**

Descriptive analysis according to Creswell, JW (2018) is a data analysis method that focuses on presenting data in a descriptive and detailed manner.

Descriptive Analysis Steps:

- 1) Describe the collected data in detail
- 2) Identify patterns and trends that emerge from the data
- 3) Explain the meaning of patterns and trends found

3. RESULTS AND DISCUSSIONS

Research Results

a. **Conditions Tourist Attraction Management Langgeran Patuk Gunungkidul Currently**
Based on results research , can concluded that condition management Power pull tour Langgeran Patuk Gunungkidul moment This Still need improved in a number of aspects , namely :

- 1) **Infrastructure and Facilities Tour** : Available various facility tourism , however the condition Still need improved , especially toilets and premises parking . Development facility tour new like center Information , cafes and souvenir shops are also necessary done .

- 2) **Human Resources (HR):** Human resources are available to manage object tourism , however his skills and knowledge Still need improved , esp in field service public , language foreign , management environment , and tourism sustainable . Training and education For increase HR skills and knowledge necessary done .
- 3) **Coordination :** There is coordination between the stakeholders involved in management object tourism , however coordination Still need improved , esp in matter licensing , management finance , and development tour sustainable . Establishment of a communication forum For increase coordination between stakeholders is necessary done .
- 4) **Promotion :** Promotion done through various media, however promotion Still need improved , esp in a way aggressive and creative , utilizing social media and technology information , as well with emphasize principles tour sustainable . Cooperation with agent journey tourism and mass media For increase promotion object tourism is also necessary done .
- 5) **Tourist attraction :** Langgeran Patuk Gunungkidul own Power pull strong tourism , both internal and external external . Internal factors include uniqueness Langgeran Patuk Gunungkidul as an old geological site millions year and save various legacy history and culture , as well potency tour education and tourism friendly adventure environment . External factors covers accessibility Langgeran Patuk Easy Gunungkidul reachable from Yogyakarta and infrastructure adequate roads , as well support government region and community local .

b. Influencing Factors Tourist Attraction Management Langgeran Patuk Gunungkidul

Based on results research , can identified a number of factor affecting management Power pull tour Langgeran Patuk Gunungkidul , namely :

- 1) **Support Government :** Support government area in matter policy , funding , and coaching are very important For increase management Power pull tour Langgeran Patuk Gunungkidul .
- 2) **participation :** Participation active public local in management Power pull tour Langgeran Patuk Gunungkidul is very important For ensure sustainability nature and culture , as well empowerment economy public .
- 3) **Availability :** Availability of competent and trained human resources in field management tourism , service public , and language foreign is very important For increase quality service on the object tour Langgeran Patuk Gunungkidul .

- 4) **Promotion and Marketing** : Effective and targeted promotion and marketing is very important For increase visit traveler to object tour Langgeran Patuk Gunungkidul .
- 5) **Development Infrastructure and Facilities** : Development Adequate and friendly infrastructure and facilities environment is very important For increase comfort and satisfaction tourists at the object tour Langgeran Patuk Gunungkidul .

Discussion

Research result show that management Power pull tour Langgeran Patuk Gunungkidul Still need improved in a number of aspect . Influencing factors management Power pull tour Langgeran Patuk Gunungkidul covers support government , participation society , availability of human resources, promotion and marketing , as well as development infrastructure and facilities .

a. Comparing Research Results with Theory and Research Previous

Based on comparison with study Previously , there was a number of similarities and differences between study previously with new research . Following is comparison between study previous with New research :

Comparison with Study Previous :

- 1) Analysis of Influencing Factors Visit Traveler to Mount National Park Leuser (2020)
 - a) **Writer** : Rizki Aulia Rahman, et al .
 - b) **Year** : 2020

Comparison :

- a) **Infrastructure and Facilities Tourism** : Same as study previous , research This highlighting importance infrastructure and facilities adequate tourism For increase visit tourists .
 - b) **SDM**: Also similar , where study This emphasize importance quality human resources who are trained and friendly suave For give good service to tourists .
 - c) **Coordination** : Similar to study Previously , good coordination between the stakeholders considered important in management object tour .
 - d) **Promotion** : Same , effective promotion considered crucial in increase tourist awareness to object tour .
- 2) Management of Borobudur Temple Tourist Attraction : Towards Destination Tour Superior Sustainable (2021)
 - a) **Author** : Dwi Astuti, et al .
 - b) **Year** : 2021

Comparison :

- a) **Infrastructure and Facilities Tour** : Study previously show that facility tour at Borobudur Temple already Enough adequate , however need maintained and updated in a way periodically , meanwhile study new show that infrastructure and facilities tour Langgeran Patuk Gunungkidul Still need improved in a number of aspects , such as toilets and premises parking .
 - b) **HR:** Skills and knowledge of HR involved in management of Borobudur Temple is necessary improved , similar with study just discovered it that HR is involved in management Langgeran Patuk Gunungkidul also needs it improved his skills and knowledge .
 - c) **Coordination** : Similar, research previous and research new You're welcome highlighting importance coordination between stakeholders involved in management object tour .
 - d) **Promotion** : Same, promotion of Borobudur Temple is necessary done in a way more directed and measurable , p this also applies For Langgeran Patuk Gunungkidul .
- 3) Competitiveness Analysis of Prambanan Temple Tourist Attractions (2022)
- a) **Author** : Heru Prastowo , et al .
 - b) **Year** : 2022

Comparison :

- a) **Infrastructure and Facilities Tour** : Study This show that facility tour at Prambanan Temple already Enough adequate , however need innovated and updated , meanwhile study new find that infrastructure and facilities tourism in Langgeran Patuk Gunungkidul Still need improved .
 - b) **HR:** Quality of human resources involved in management of Prambanan Temple is necessary improved , similar with findings study new related to HR in Langgeran Patuk Gunungkidul .
 - c) **Coordination** : Similar, research previous and research new You're welcome highlighting importance coordination between stakeholders involved in management object tour .
 - d) **Promotion** : Same, promotion of Prambanan Temple is necessary done in a way more aggressive and creative , p this also applies For Langgeran Patuk Gunungkidul
- 4) An Analysis of Tourism Management Practices in Angkor Wat, Cambodia: A Sustainable Tourism Perspective (2020)

- a) **Author** : Sokun Heng, et al .
- b) **Year** : 2020

Comparison :

- a) **Infrastructure and Facilities Tour** : Infrastructure and facilities tourism at Angkor Wat still need improved , similar with study new related Langgeran Patuk Gunungkidul .
 - b) **HR**: Quality of human resources involved in management of Angkor Wat is necessary improved , similar with study new related to HR in Langgeran Patuk Gunungkidul .
 - c) **Coordination** : Similar, research previous and research new You're welcome highlighting importance coordination between stakeholders involved in management object tour .
 - d) **Promotion** : Same, promotion of Angkor Wat is necessary done in a way more aggressive and creative , p this also applies For Langgeran Patuk Gunungkidul .
- 5) An Evaluation of Tourism Management Practices at Machu Picchu, Peru: Towards Sustainable Tourism Development (2021)
- a) **Author** : Diah Rini Astuti, et al .
 - b) **Year** : 2021

Comparison :

- a) **Infrastructure and Facilities Tour** : Facility tourism in Machu Picchu already Enough adequate , however need maintained and updated , similar with study new related Langgeran Patuk Gunungkidul .
- b) **HR**: Skills and knowledge of HR involved in management of Machu Picchu is necessary improved , similar with study new related to HR in Langgeran Patuk Gunungkidul .
- c) **Coordination** : Similar, research previous and research new You're welcome highlighting importance coordination between stakeholders involved in management object tour .
- d) **Promotion** : Likewise, promotion of Machu Picchu is necessary done in a way more directed and measurable , p this also applies For Langgeran Patuk Gunungkidul .

Comparison Conclusion :

Based on study previous in five years Lastly , there is a number of similarities and differences between results study the with ongoing research done related with management

Power pull tourism in Indonesia, in particular management Power pull tour Langgeran Patuk Gunungkidul .

Equality :

1. Infrastructure and Facilities Tour :

- a. Study previous show that upgrade and maintenance infrastructure and facilities tourism is very important For increase visit tourists .
- b. In research Langgeran Patuk Gunungkidul , found that although available various facility tourism , conditions Still need improved , especially toilets and premises parking . Development facility tour New is also needed .

2. Human Resources (HR):

- a. Study previous highlighting importance enhancement skills and knowledge of the HR involved in management object tour .
- b. Study Langgeran Patuk Gunungkidul also shows that skills and knowledge of the HR involved Still need improved , esp in field service public , language foreign , management environment , and tourism sustainable .

3. Coordination :

- a. Coordination between stakeholders involved in management object tour become key in study previous nor study Langgeran Patuk Gunungkidul .
- b. Study Langgeran Patuk Gunungkidul find that coordination between stakeholders is necessary improved , esp in matter licensing , management finance , and development tour sustainable .

4. Promotion :

- a. Effective and targeted promotion become factor important in interesting traveler For visit , okay in study previous nor study Langgeran Patuk Gunungkidul .
- b. Study Langgeran Patuk Gunungkidul find that promotion Still need improved , esp in a way aggressive and creative , utilizing social media and technology information .

5. Tourist Attraction Factors :

- a. Second study emphasize that factor Power pull tourism , both internal and external external , very important in interesting traveler For visit .
- b. Internal factors, such as uniqueness nature and value history , as well factor external , like accessibility and support government area , be factor decider in interesting tourists .

6. Strategy for Increase Management :

- a. Second study highlighting strategies for increase management object tourism , incl enhancement quality service , development tour sustainable , and involving public local in management .
- b. Study Langgeran Patuk Gunungkidul also emphasized importance participation public local in management object tour .

Difference :

1. Object Tours Researched :

- a. Study previous focus on the object tour such as Mount National Park Leuser , Borobudur Temple, and Prambanan Temple.
- b. Study Langgeran Patuk Gunungkidul focuses on management Power pull tour Langgeran Patuk Gunungkidul in Gunungkidul , Yogyakarta.

2. Maturity Level Management :

- a. Study previous study management object tourism that has been there is , which is partial big Already own adequate infrastructure and facilities .
- b. Study Langgeran Patuk Gunungkidul evaluate condition management object still tourism need improved in a number of aspect , incl infrastructure , human resources, coordination and promotion .

3. Focus Study :

- a. Study previous more emphasizes influencing factors visit tourists , like infrastructure , human resources, coordination , promotion and power pull tour
- b. Study Langgeran Patuk Gunungkidul more focuses on conditions management moment These are the influencing factors management , and strategies for increase management object tour .

With so , though there is a number of difference in focus research and objects researched tourism , conclusions from second study show that enhancement infrastructure, quality of human resources, coordination inter -stakeholders, effective promotion, and sustainable strategy development is key in increase management Power pull tourism in Indonesia.

Formulate a Strategy for Increase Tourist Attraction Management Langgeran Patuk Gunungkidul

Based on results research and discussion above , can formulated some strategies for increase management Power pull tour Langgeran Patuk Gunungkidul , namely :

- a. Strengthening Support Government :
 - 1) Government area need increase policy , funding and coaching For support management object tour Langgeran Patuk Gunungkidul .
 - 2) Need formed team consisting of coordination from government area , manager object tourism , and society local For formulate and implement development strategies object tour .
 - 3) Need done coaching and training to HR management object tour For increase his skills and knowledge .
- b. Enhancement Society participation :
 - 1) Local community need involved in a way active in management object tour Langgeran Patuk Gunungkidul .
 - 2) Need a communication forum was formed between manager object tourism and society local For discuss and resolve various related problems with management object tour .
 - 3) Need given training and empowerment to public local For develop business tourism around object tour .
- c. Development HR Availability :
 - 1) Need done training and education For increase HR management skills and knowledge object tour Langgeran Patuk Gunungkidul .
 - 2) Need done recruitment of competent and trained human resources in field management tourism , service public , and language foreign .
 - 3) Need done training about management environment and tourism sustainable to HR management object tour .
- d. Enhancement Promotion and Marketing :
 - 1) Need done promotion object tour Langgeran Patuk Gunungkidul in a way aggressive and creative , utilizing social media and technology information .
 - 2) Need done cooperation with agent journey tourism and mass media For increase promotion object tour .
 - 3) Need done promotion object tour with emphasize principles tour sustainable .

e. Development Infrastructure and Facilities :

- 1) Need done development infrastructure and facilities at the object tour Langgeran Patuk Gunungkidul , such as toilets, prayer rooms , places parking , and gazebo.
- 2) Need developed facility tour new , like center information , cafe and souvenir shop.
- 3) Need done development friendly infrastructure and facilities environment .

Management Power pull tour Langgeran Patuk Gunungkidul Still need improved in a number of aspect . Influencing factors management Power pull tour Langgeran Patuk Gunungkidul covers support government , participation society , availability of human resources, promotion and marketing , as well as development infrastructure and facilities .

Strategy for increase management Power pull tour Langgeran Patuk Gunungkidul need focused on three aspects , namely :

- a. **Realization** : Development tour education and tourism friendly adventure environment in the object tour .
- b. **Sustainable** : Development sustainable tourism , with notice sustainability surrounding nature and culture object tourism , as well empowerment public local .
- c. **Involving stakeholders**: Enhancement participation public local in management object tourism , via training and empowerment in field management environment and tourism sustainable .

4. CONCLUSION

Based on results research and discussion above , can concluded that :

- a. **Condition Tourist Attraction Management Langgeran Patuk Gunungkidul Currently:**
 - 1) Infrastructure and facilities Still need improved , especially toilets and premises parking .
 - 2) HR skills and knowledge still need improved , esp in field service public , language foreign , management environment , and tourism sustainable .
 - 3) Coordination between stakeholders still need improved , esp in matter licensing , management finance , and development tour sustainable .

4) Promotion Still need improved , esp in a way aggressive and creative , utilizing social media and technology information , as well with emphasize principles tour sustainable .

5) Langgeran Patuk Gunungkidul own Power pull strong tourism , both internal and external external .

b. Influencing Factors Tourist Attraction Management Langgeran Patuk Gunungkidul :

1) Support government

2) Participation public

3) Availability of human resources

4) Promotion and marketing

5) Development infrastructure and facilities

c. Strategy for Increase Tourist Attraction Management Langgeran Patuk Gunungkidul :

1) Strengthening support government

2) Enhancement participation public

3) Development availability of human resources

4) Enhancement promotion and marketing

5) Development infrastructure and facilities

Recommendations

a. Recommendations For Increase Tourist Attraction Management Langgeran Patuk Gunungkidul

Based on results research and discussion above , below a number of recommendation For increase management Power pull tour Langgeran Patuk Gunungkidul :

1) Government area need increase his support in management object tour Langgeran Patuk Gunungkidul , good in matter policies , funding , etc coaching .

2) Local community need involved in a way active in management object tour Langgeran Patuk Gunungkidul .

3) HR management object tour Langgeran Patuk Gunungkidul need improved his skills and knowledge through training and education .

4) Promotion object tour Langgeran Patuk Gunungkidul need improved in a way aggressive and creative , utilizing social media and technology information , as well with emphasize principles tour sustainable .

- 5) Infrastructure and facilities at the object tour Langgeran Patuk Gunungkidul need developed , such as toilets, prayer rooms , places parking , and gazebo.
- 6) Done development tour education and tourism friendly adventure environment in the object tour Langgeran Patuk Gunungkidul .
- 7) Done development sustainable tourism , with notice sustainability surrounding nature and culture object tourism , as well empowerment public local .

b. Suggestions for Study Furthermore

Study This can become base For study furthermore about management Power pull tour Langgeran Patuk Gunungkidul . Following some suggestions for study furthermore :

- 1) Do study about development strategy tour education and tourism friendly adventure environment in Langgeran Patuk Gunungkidul .
- 2) Do study about management models tour sustainable in Langgeran Patuk Gunungkidul
- 3) Do study about role public local in management Power pull tour Langgeran Patuk Gunungkidul .
- 4) Do study about promotional and marketing strategies Power pull tour Langgeran Patuk Gunungkidul in the digital era.

Study This expected can give valuable contribution For development tourism in Indonesia, in particular in management Power pull sustainable and friendly tourism environment .

5. ACKNOWLEDGEMENTS

This research was made possible with the help and support of many parties. The author would like to thank you:

- a. Head of Ambarrukmo Tourism College Yogyakarta, Dr. Suhendroyono, SH, M.Par, CHE, CGSP [Ambarrukmo Tourism College Yogyakarta] for his support that motivated the author to complete this research.
- b. Prof. Dr. Ir Sugiarto's M.Sc as Head of STIPRAM Yogyakarta Doctoral Study Program
- c. Assoc. Prof. DR Tunny Hendratono., C., MM, As Director of Postgraduate STIPRAM Yogyakarta
- d. Prof. Dr. Ir. Sony Heru Priyanto, MM as supervisor

REFERENCES

- Bramwell, B., Lane, B., & Iso-Ahola, S. (2014). The Role of Hospitality Management in Tourism Destination Management: A Case Study of Bali, Indonesia. *Tourism Management Perspectives*. Retrieved from
- Bramwell, B., Lane, B., & Iso-Ahola, S. (2018). The Role of Hospitality Management in Tourism Destination Management: A Case Study of Bali, Indonesia. *International Journal of Hospitality Management*. Retrieved from
- Bramwell, B., Lane, B., & Iso-Ahola, S. (2022). The Role of Stakeholders in Tourism Destination Management: A Case Study of Bali, Indonesia. *Tourism Management*. Retrieved from
- Buhalis , D., & Costa, C. (2006). *Tourism Business Frontiers: Consumers, Products and Industry*. Elsevier
- Cooper, C., Fletcher, J., Gilbert, D., & Wanhill , S. (2012). *Tourism: Principles and Practice*. Pearson Education.
- Creswell, J. W. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.)
- Dimanche, F., & Anderton, L. (2015). Destination Marketing Strategies for Sustainable Tourism Development: A Case Study of Langkawi Island, Malaysia. *Journal of Sustainable Tourism Development*.
- Dimanche, F., & Anderton, L. (2019). Destination Marketing Strategies for Sustainable Tourism Development: A Case Study of Langkawi Island, Malaysia. *Journal of Destination Marketing & Management*.
- Dimanche, F., & Anderton, L. (2023). Sustainable Tourism Destination Management: A Case Study of Langkawi Island, Malaysia. *Journal of Sustainable Tourism*, 3(3), 4.
- Dwyer, L., Sequeira, T., & Honey, M. (2016). The Political Economy of Tourism Destination Management: A Case Study of Phuket, Thailand. *Tourism Geographies*. Retrieved
- Dwyer, L., Sequeira, T., & Honey, M. (2020). The Economic Impacts of Tourism Destination Management: A Case Study of Phuket, Thailand. *Tourism Economics*. Retrieved
- Fyall, A., Garrod, B., Leask, A., & Wanhill , S. (2012). *Managing Visitor Attractions: New Directions*. Routledge
- Inskeep, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*. Routledge
- Nawi, AM, Ramayah, T., & Che Hassan, CR (2017). Factors Affecting Tourist Behavior and Satisfaction at Langkawi Island, Malaysia: A Structural Equation Modeling Approach. *Journal of Tourism and Development*. Retrieved from

Nawi, AM, Ramayah, T., & Che Hassan, CR (2021). Factors Influencing Tourist Satisfaction at Langkawi Island, Malaysia: A Structural Equation Modeling Approach. *Annals of Tourism Research*.

Weaver, D. B., & Lawton, L. J. (2014). *Tourism Management*. John Wiley & Sons

Yin, R. K. (2016). *Case study research: Design and methods* (6th ed.). Sage Publications.