



Aisyah Astinadia Siregar
Putra Bangsa University

DISCUSSION GUIDE FOR THE PREPARATION OF A VISITOR MANAGEMENT PLAN FOR THE SPECIAL REGION OF YOGYAKARTA

Aisyah Astinadia Siregar¹

¹Universitas Putra Bangsa, Kebumen. Indonesia.

Correspondence Author: aisyah_siregar@feb.universitasputrabangsa.ac.id

Abstract. Tourism development is a significant and strategic thing for regional growth. DIY is a popular tourist destination with various elements that continue to develop to attract visitors. The implementation of the DIY Tourism Visitor Management Plan Preparation activity aims to collect information on tourism products from multiple parties and dialogue with stakeholders to design a tourism visitor management plan in the region. The purpose of Community Service Activities with the Preparation of Visitor Management Plans in Yogyakarta is to achieve structured visitor management in the Special Region of Yogyakarta. The heads of the DIY tourism office, hotel, restaurant, and tourist attraction managers gave a positive response to the guidelines for discussing the visitor management plan in the Special Region of Yogyakarta. Arousing the interest of tourists, both domestic and foreign, by creating a safe, comfortable, and secure environment for visitors to tourist sites in Yogyakarta.

Keywords: Monitoring and evaluation, Tourism, DIY

Introduction

In the era of Industry 4.0, the tourism sector has developed rapidly, as seen by the increase in the number of tourists and the growth of tourist attractions. The increase in tourist visits will likely continue to occur because tourism is not only for entertainment but also an important part of people's lives. Tourism has a very potential and important role in regional development. The development can play a role as an environmentally friendly way of development and as a support for the local economy. The development needs to be carried out by taking advantage of the opportunities to increase community income and regional income as a whole.

Tourism, culture, and education are the three main keywords in the development of

DIY. As a result of great importance, these three words were designated as the "three main pillars of development" of the Special Region of Yogyakarta. The selection of the three pillars has a strong foundation because Yogyakarta is an educational and cultural center that has an important position. Both pillars also strengthen the tourism pillar and boost the economy of DIY. It is undeniable that the three main pillars have an impact not only socially, but also economically and culturally for DIY (Prasetya *et al.*, 2015).

Responsible tourism has an impact on improving the quality of life of the community and its visitors, (Goodwin, 2016) says that sustainable tourism emphasizes the importance of the responsibility of all relevant parties such as operators, hoteliers, governments, local communities, and tourists creates a sustainable tourism industry. Regional Tourism Plan of the Special Region of Yogyakarta Province 2012–2025, 2019) which emphasizes Yogyakarta as a tourist destination.

Global culture (wider coverage than ever). Regional Regulation No. 1 of 2019 and Regional Regulation No. 1 of 2012 have different missions, with Regional Regulation 2019 having six missions and Regional Regulation 2012 having nine missions, each of which has specific differences in their goals. Decree Number 1 of 2019 focuses on increasing the attractiveness of nighttime tourism and tourist attraction in the southern region with the strategic value of the Indian Ocean. Some things that must be considered are the development of a competitive tourism industry, the formation of institutional organizations involving all parties, the development of human resources, and the formation of a community that cares about tourism (Pribudi and Sugiarto, 2023). Yogyakarta is an attractive tourist destination, with elements that continue to evolve according to the times. Thus, a discussion guideline is needed to prepare a visitor management plan in Yogyakarta.

Tools to manage DTW/Hotel/Food and Beverage Services to improve operational management and better visitor experience. In addition, it is also important to identify visitors who visit DTW/Hotel/Food and Beverage Services and receive reviews or feedback from them.

IMPLEMENTATION METHOD

A. Service Output Target

Purpose and Purpose

The purpose of the Discussion on the Preparation of the DIY Visitor Management Plan is to compile standardized, up-to-date, accurate, and transparent data related to tourism development in DIY.

Goal

The purpose of the Implementation of the DIY Tourism Visitor Management Plan is the integration of tourism product data in DIY from various related parties.

Form of Activity

Discussions are carried out with stakeholders in the relevant regions to plan Tourism Visitor Management. The purpose of Community Service Activities with the Preparation of DIY Visitor Management Plans is the implementation of structured visitor management in

the Special Region of Yogyakarta.

Service Participants

A. Lecturer at Putra Bangsa University

1. Aisyah Astinadia Siregar, S. Par., M.Sc. (Academician) Audience
1. Head of the DIY Tourism Office
2. GM Hotel Harper Malioboro
3. GM Hotel The 101 Yogyakarta Tugu
4. Head of the Yogyakarta City Cultural Park Management Unit (Taman Pintar Yogyakarta)
5. Head of the Vredeborg Museum Fortress
6. Manager of Nanamia Pizzeria Tirtodipuran
7. Manager of R&B Grill Jogja
8. Manager of Breksi Cliff
9. Head of the Jogja Monument Museum Returns
10. Floating Restaurant Manager
11. Sasanti Resto Manager
12. GM Hotel Yellow Star Ambarrukmo Yogyakarta
13. GM Hotel Grand Keisha
14. GM Joglo Mandapa Boutique Hotel
15. GM Ros in Hotel
16. Manager of RM Kedung Bumbu
17. Manager of Pondok Bakaran Manding
18. Grand Puri Waterpark Manager
19. Kids Fun Yogyakarta Manager
20. Ngingrong Geosite Manager
21. Nglanggeran Ancient Volcano Manager
22. Manager of Inessya Resort
23. Manager of Kampoeng Baron Guesthouse
24. Manager RM Bu Tiwi Tan Tlogo
25. Manager of Layah Kembar Resto
26. Pule Payung Manager
27. Mudal River Park Manager
28. GM Hotel Rompok Jogja
29. GM Hotel Hapsari
30. RM Bu Hartin Manager
31. Manager of Omah Tabon Restaurant
32. Head of Marketing Division of the DIY Tourism Office
33. Marketing Staff of the DIY Tourism Office

B. Time and Place of Service

- 1) Day/ Date: Thursday/ July 20, 2023
- 2) Time: 13.00 – 15.00 WIB
- 3) Place : Hotel @HOM Premiere Timoho By Horison Jl. Lpda Tut Harsono

No.24, Muja Muju, Umbulharjo District, Yogyakarta City, Yogyakarta Region

RESULTS AND DISCUSSION

Monitoring and evaluation of tourism facility management Monitoring and evaluation of tourism facility management are presented in 5 documents, namely:

1. The importance of monitoring and evaluation in the management of tourist attractions,
2. Understanding the aspects of monitoring and evaluating the management of tourist destinations,
3. Monitoring and evaluation indicators of tourist destination management,
4. Monitoring and evaluation
5. Practical price for the management of tourist destinations.

The importance of monitoring and evaluation in the management of tourist destinations, in particular: a. maintaining and protecting natural resources, natural products, and other artificial products that are tourist attractions, b. ensuring that positive impacts continue to evolve and anticipate negative impacts, c. ensuring that travelers receive the quality products and travel experiences to which they are entitled. d. Ensure that the management and development plan of tourist destinations is implemented under the planning direction to achieve the desired goals and objectives.



Figure 1. Discussion on the Making of Monitoring and Evaluation Guidelines

Definition of Monitoring

Definition of monitoring Monitoring is the process of continuously collecting and analyzing information about a program and comparing the level of suitability of the achieved outcomes with the results that have been determined to evaluate the level of implementation of the declaration of intervention (ILO, n.d).

Monitoring the management of tourist destinations is defined as activities that are carried out periodically and periodically to evaluate the management of tourist destinations using certain indicators (Eagle et al., 2002 Rajput, 2017).

The three main aspects of monitoring are:

1. Impact.

Aisyah

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Environmental, social, and economic impacts, Awareness, understanding, and managing impacts, and impact management are part of the planning process for the management of tourism destinations

2. Quality of service.

Service quality control is also associated with compliance with standards applied in the tourism sector based on the characteristics of tourist destinations (UN WTO, 2017).

3. Implement the plan.

Ensure that strategies and programs can be implemented according to plan and the level of achievement can be measured. Monitoring can generate valuable information for future planning.

8 principles of monitoring and evaluation in Tangkahan

1. Focus on creating opportunities for visitors to experience nature firsthand
2. Sensitive to the socio-cultural values of the local community
3. Create opportunities to enjoy nature firsthand to understand and appreciate
4. Always ensure customer satisfaction
5. Contribute directly to environmental conservation.
6. Accurate marketing and promotion to meet expectations
7. Continue to contribute to the surrounding community
8. Policy, planning, and institutional frameworks that support ecotourism management

CONCLUSION

The discussion guide prepared by the community in service activities regarding the management of visitors to the Special Region of Yogyakarta has been welcomed by the heads of tourism offices, hotel and restaurant managers, and tourist attractions in Yogyakarta. They are present to make guidelines based on the results of monitoring and evaluating tourist visits. The intention is to attract more tourists, both local and international, by creating a safe, comfortable, and secure environment when visiting tourism spots in Yogyakarta.

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