



INTISARI

Penelitian dalam disertasi ini bertujuan untuk memahami jenis dan pelaksanaan paket wisata, memahami kendala pelaksanaan paket wisata, dan membuat model pengembangan paket wisata di Daerah Istimewa Yogyakarta. Penelitian dilaksanakan dengan melibatkan beberapa biro perjalanan wisata yang ada di Daerah Istimewa Yogyakarta. Peneliti menggunakan metode pengumpulan data secara kualitatif, di mana data dikumpulkan melalui observasi, wawancara, dan studi pustaka. Alat analisis yang digunakan untuk meraih tujuan penelitian yaitu pembagian jenis paket wisata berdasarkan pada UNWTO (sekarang UN Tourism) guna mengidentifikasi jenis paket wisata di Daerah Istimewa Yogyakarta dan komponen paket wisata guna melihat pelaksanaannya. Tujuan penelitian kedua menggunakan teori analisis rantai nilai dan teori kendala guna memperoleh data terkait kendala pelaksanaan paket wisata. Tujuan penelitian yang ketiga dianalisis menggunakan teori pengembangan paket wisata, *program logic model*, dan teori pengembangan produk.

Hasil dari penelitian ini, yaitu (1) terdapat tiga jenis paket wisata yang ada di Daerah Istimewa Yogyakarta, yang dilaksanakan oleh operator perjalanan wisata yang terdiri atas paket wisata religi, edukasi, dan paket wisata *holidays, leisure, and recreation*; (2) terdapat kendala pelaksanaan paket wisata berdasarkan pada komponen paket wisata yang diteliti, baik secara internal maupun eksternal yang dibuat dibagi berdasarkan analisis rantai nilai. Kendala juga dianalisis berdasarkan aktivitas primer dan aktivitas pendukung; dan (3) pembuatan model pengembangan paket wisata yang memunculkan jenis paket wisata *blended made tour*. Penelitian disertasi ini telah mampu menjawab dan mengembangkan model paket wisata baru, yang merupakan alternatif dari *ready made tour* dan *tailor made tour*, serta menjadu model yang lebih lengkap dari keduanya. Peneliti membuat model pengembangan paket wisata dengan tahapan pengumpulan ide, pengembangan konsep, desain model bisnis, implementasi penawaran, penerapan komersial, pelaksanaan paket wisata, dan evaluasi. Akan tetapi penelitian ini masih memiliki potensi untuk dikembangkan, dengan melibatkan lebih banyak operator perjalanan wisata supaya data yang dianalisis dapat lebih banyak dan akurat.

Kata kunci: paket wisata, *blended made tour*, pengembangan produk, *program logic model*, analisis rantai nilai



ABSTRACT

The research aims to understand the types and implementation of tour packages, understand the obstacles to the implementation of tour packages, and create a model for developing tour packages in the Special Region of Yogyakarta. The research was conducted by involving several travel agencies in the Special Region of Yogyakarta. The researcher used a qualitative data collection method, where data was collected through observation, interviews, and literature studies. The analysis tools that used to achieve the research objectives were the diversification of tour package types based on UNWTO (now UN Tourism) to identify the types of tour packages in the Special Region of Yogyakarta and tour package components to see their implementation. The second research objective used the value chain analysis theory and theory of constraint to obtain data related to the obstacles of implemented tour packages. The third research objective was analyzed using the theory of tour package development, program logic models, and product development theory.

The results of this study are: (1) there are three types of tour packages in the Special Region of Yogyakarta implemented by tour operators: religious, educational, and holidays, leisure, and recreation; (2) there are constraint to tour package implementation based on the tour package components studied, both internally and externally, which are categorized based on value chain analysis. Constraints were also analyzed based on primary and supporting activities; and (3) the creation of a tour package development model that gave rise to the blended made tour type of tour package. This dissertation research has been able to answer and develop a new tour package model, which is an alternative to ready-made tours and tailor-made tours, and is a more complete model of both. The researcher created a tour package development model with stages of idea collection, concept development, business model design, offering implementation, commercial application, tour package implementation, and evaluation. However, this research still has the potential to be developed, by involving more tour operators so that the analyzed data can be more abundant and accurate.

Keywords: tour packages, blended made tour, product development, program logic model, value chain analysis