

TABLE OF CONTENT

| | |
|---|------|
| ACKNOWLEDGEMENT | v |
| ABSTRAK..... | vi |
| ABSTRACT..... | vii |
| TABLE OF CONTENT | viii |
| LIST OF FIGURES | x |
| CHAPTER I INTRODUCTION..... | 1 |
| 1.1. Background of the Study..... | 1 |
| 1.2. Objectives of The Study..... | 3 |
| 1.3. Scope of the Study..... | 4 |
| 1.4. Methods of the Study | 4 |
| 1.4.1. Methods of Collecting the Data | 4 |
| 1.4.2. Methods of Analyzing the Data | 5 |
| 1.4.3. Methods of presenting the data | 5 |
| 1.5. Presentation | 5 |
| CHAPTER II THE PROFILE OF TOURISM OFFICE OF SLEMAN REGENCY | 6 |
| 2.1. Logo of Sleman Regency | 6 |
| 2.1.1. The Logo of “SLEMAN THE LIVING CULTURE” | 7 |
| 2.2. The Vision and Mission | 8 |
| 2.3. The Main Duty and Function of Tourism Office | 9 |
| 2.4. The Organizational Structure | 9 |
| 2.4.1. Tourism Marketing Division in Tourism Office of Sleman Regency..... | 10 |
| 2.5. Desa Wisata Kampoeng Sedjarah Kelor | 11 |
| 2.5.1. The Map of Desa Wisata Kampoeng Sedjarah Kelor | 11 |
| 2.5.2. The History of Desa Wisata Kampoeng Sedjarah Kelor..... | 12 |
| 2.5.3. The Vision of <i>Desa Wisata Kampoeng Sedjarah Kelor</i> | 14 |
| 2.6. The Purpose of Desa Wisata Kampoeng Sedjarah Kelor | 15 |
| 2.7. Accommodation..... | 15 |
| CHAPTER III THE DEVELOPMENT OF DESA WISATA KAMPOENG SEDJARAH KELOR: ITS STAGES AND THE ROLES OF TOURISM OFFICE OF SLEMAN REGENCY..... | 20 |
| 3.1. The Development of Ecotourism | 20 |
| 3.2.1 Local Capacity Development..... | 20 |
| 3.2.2 Infrastructure | 21 |
| 3.2.3 Government..... | 22 |
| 3.2.4 Integration of Promotion | 23 |



THE DEVELOPMENT OF DESA WISATA KAMPOENG SEDJARAH KELOR: ITS STAGES AND THE ROLES OF TOURISM OFFICE OF SLEMAN REGENCY

YUSTIKA CHISMA C M, Wahyu Kartika Wienanda, S.Pd., M.Pd. NIKA. 111199111201602201

UNIVERSITAS
GADJAH MADA

Universitas Gadjah Mada, 2019 | Diunduh dari <http://etd.repository.ugm.ac.id/>

| | | |
|------------------------------------|---|----|
| 3.2.5 | Product Development..... | 28 |
| 3.3. | The Role of Tourism Office of Sleman Regency in Developing Desa Wisata Kampoeng Sedjarah Kelor to be Independent Tourism Village..... | 33 |
| 3.3.1 | The Role of Companion as a Motivator..... | 33 |
| 3.3.2 | The Role of Companion as a Communicator..... | 34 |
| 3.3.3 | The Role of Companion as a Facilitator..... | 35 |
| CHAPTER 4 CONCLUSION..... | | 37 |
| WORKS CITED..... | | 40 |
| LIST OF APPENDICES..... | | 42 |
| APPENDIX 1 LIST OF INFORMANTS..... | | 43 |
| APPENDIX 2 LIST OF QUESTIONS..... | | 44 |
| APPENDIX 3 CURRICULUM VITAE..... | | 45 |
| APPENDIX 4 INTERNSHIP LOGBOOK..... | | 46 |

LIST OF FIGURES

| | |
|---|----|
| Figure 1: Logo Of Sleman Regency | 6 |
| Figure 2: The Meaning of Colors..... | 7 |
| Figure 3: Logo of Sleman Tourism..... | 8 |
| Figure 4: Organizational Structure of Tourism Office of Sleman Regency | 10 |
| Figure 5: Organizational Structure of Tourism Marketing Division | 10 |
| Figure 6: The Map of Desa Wisata Kampoeng Sedjarah Kelor | 12 |
| Figure 7: Joglo Kelor | 16 |
| Figure 8: Pendopo | 16 |
| Figure 9: Flyingfox | 17 |
| Figure 10: Outbound Facility | 17 |
| Figure 11: Camping Ground | 18 |
| Figure 12: River Trakking | 18 |
| Figure 13: Toilets..... | 19 |
| Figure 14 Poster of Live Streaming Trijaya FM..... | 23 |
| Figure 15: Booklet of Pesona Sleman..... | 25 |
| Figure 16: Brochure of Desa Wisata Kampoeng Sedjarah Kelor | 25 |
| Figure 17: Official Instagram Account of Dewi Kadjar | 26 |
| Figure 18: Official Instagram Account of Dewi Kadjar | 26 |
| Figure 19: Official Instagram Account of Dewi Kadjar | 27 |
| Figure 20: 360 Travel Magazine..... | 27 |
| Figure 21: Achievement on the 1 st Contest of Tourism Village..... | 28 |
| Figure 22: Achievement the 1st Winner of Tourism Village Category of Independent..... | 29 |
| Figure 23: Tourism Package | 30 |
| Figure 24: Flyingfox | 30 |
| Figure 25: Ngesat Blumbang | 31 |
| Figure 26: River Trekking | 31 |
| Figure 27: Fun Game | 32 |
| Figure 28: Menu Packages..... | 32 |
| Figure 29: Salak's Tree | 33 |
| Figure 30: Billboard of Desa Wisata Kampoeng Sedjarah Kelor..... | 36 |
| Figure 31: Selfie Spot | 36 |