



INTISARI

Laporan tugas akhir ini bertujuan untuk menggambarkan peran Divisi Destinasi Dinas Pariwisata DIY dalam mengelola destinasi di Yogyakarta. Penelitian ini menjelaskan tentang peran, dampak, dan tantangan yang dihadapi oleh Divisi Destinasi dalam mengelola destinasi di Yogyakarta. Dalam menjalankan tugasnya, Divisi Destinasi terbagi menjadi dua Seksi yaitu Seksi Sarana dan Prasarana dan Seksi Objek dan Daya Tarik Wisata.

Metode pengumpulan data dalam penelitian ini dilakukan dengan studi pustaka dan studi lapangan. Studi pustaka diperoleh melalui buku, jurnal, dan internet yang berkaitan dengan kepariwisataan. Studi lapangan yang terdiri dari observasi langsung dan wawancara. Observasi langsung dilakukan dengan mengunjungi beberapa tempat destinasi di Yogyakarta selama magang di Dinas Pariwisata DIY. Metode penyajian data didukung oleh gambar dari hasil pengamatan dilapangan. Wawancara dilakukan dengan beberapa pegawai Divisi Destinasi mengenai pariwisata di Yogyakarta. Setelah data terkumpul, data di transkrip dan dianalisis secara kualitatif. Data temuan ditrianggulasikan untuk mengecek kebenarannya.

Hasil penelitian menunjukkan bahwa Divisi Destinasi telah mengupayakan pengelolaan destinasi yang baik melalui peran dan tugasnya seperti pembangunan sarana dan prasarana, memperbaiki akses wisata, dan mengembangkan daya tarik wisata baik potensi wisata maupun acara pariwisata. Pembangunan pariwisata tersebut menimbulkan dampak bagi kehidupan masyarakat seperti ekonomi, sosial budaya, dan lingkungan. Dampak tersebut dapat menimbulkan tantangan yang dihadapi oleh Divisi Destinasi dalam mengelola destinasi seperti kurangnya kesadaran masyarakat setempat dan pemanfaatan sumber daya.

Kata kunci: Pengelolaan Destinasi, Peran Divisi Destinasi, Dinas Pariwisata DIY



ABSTRACT

This graduating paper aims to describe the role of the Destination Division of the *Dinas Pariwisata DIY* in managing destination in Yogyakarta. This study explains the role, impact, and challenges faced by Destination Division in managing destination in Yogyakarta. In carrying out its duties, Destination Division is divided into two Sections, namely the Facilities and Infrastructure Section and the Object and Tourist Attraction Section.

The method of collecting data was done by conducting library and field studies. Library study is obtained from books, journals, and the internet related to tourism. Field study consists of direct observation and interviews. The direct observation is done by visiting several destinations in Yogyakarta during an internship at the *Dinas Pariwisata DIY*. The method of presenting observations is supported by pictures from direct observations in the field. Interviews were conducted with some Destination Division staffs about tourism in Yogyakarta. After the data is collected, the data is transcribed and analyzed qualitatively. The data finding was triangulate to check the validity.

The results of the study indicate that the Destination Division has sought a high quality management of destinations through their roles and duties such as the construction of facilities and infrastructure, improving tourist access, and developing tourist attractions both tourism potential and tourism events. Tourism development has an impact on the community's life such as the economic, socio-cultural, and environment. It can lead to challenges faced by the Destination Division in managing destination such as the lack of local community awareness and resources utilization.

Keywords: Destination Management, Role of Destination Division, Dinas Pariwisata DIY