

ABSTRACT

This research is containing the facts that occur in Desa Wisata Kebonagung, which is currently a tourist village that is less well known by tourists. This is based on tourist visit data from 2013 to 2018 which shows the inconsistency of tourist visits. In addition, the facts are supported by using the results of Google search engine to search for popular tourist villages in the Special Province of Yogyakarta. From the top search results, the name of the Desa Wisata Kebonagung was not found. The situation welcomed by the Desa Wisata Kebonagung is currently contradicted by the achievements of Desa Wisata Kebonagung as one of the best tourist villages in the Special Province of Yogyakarta, and was 3rd ranked in the tourism village on 2010. Decreasing number of visitor in Desa Wisata Keboangung is due to the management problem of the attractiveness and tourism products that made by the tourism village manager, it caused Keboangunga tourism dis less attention from tourists or potential visitor. Therefore, this study due to analyze the causes of the decreasing number of visitor from the management of Desa Wisata Kebongaung to the attractiveness and tourism products.

Research method used in this study uses qualitative research methods by using case studies. The data used are primary data that is sourced from informants conducted interviews, or observations as well as documentation. The next data used is secondary data, namely documents owned by parties related to this research.

The results showed that the factors influencing the visitor decrease to Desa Wisata Keboangung because of the management did not apply management functions to the attractiveness and tourism products in the Kebonagung tourism village. Management functions of attractions and tourism products should be used to develop attractions and tourism products as an effort to attract tourists and potential visitor. The non-implementation of the management functions of attractions and tourism products in Desa Wisata Kebonagung is due to the lack of human resources who can be active in managing the tourism village and the difficulty of replacement finding to fill the void in the organization. In addition, the remaining managers are unable to carry out management functions as they should.