

## INTISARI

Penelitian ini bertujuan untuk mengetahui penerapan *Monitoring Center Sustainable Tourism Observatory* di Yogyakarta serta untuk mengetahui apa saja kendala yang di hadapi selama melaksanakan program tersebut. Metode yang digunakan dalam penelitian ini menggunakan jenis penelitian kualitatif deskriptif, di mana jenis penelitian ini penulis menjabarkan secara lengkap mengenai penelitian tanpa menggunakan metode pengolahan angka. Teknik pengumpulan data yang digunakan adalah dengan menggunakan teknik wawancara tak berstruktur. Penelitian ini diharapkan dapat memberi manfaat baik secara teoritis maupun praktis kepada Kementerian Pariwisata, Tim MCSTO UGM maupun kepada pembaca. Hasil dari penelitian ini adalah indikator penerapan *Sustainable Tourism Observatory* ini ada beberapa aspek yang menjadi acuan antara lain *Environmentally Friendly, Local Community Empowerment, Local Economic Development, Local Culture Strengthening* dan *Tourist and Growth*. Kendala yang dihadapi antara lain kurangnya sumber daya manusia yang berkualitas di wilayah monitoring, selain itu lokasi di implementasikannya program Tim MCSTO UGM tidak sejalan dengan lokasi Key Tourism Area (KTA) ITMP, kurangnya kesadaran masyarakat dalam mengolah limbah yang dihasilkan, selain itu kemiskinan dan ketimpangan pendapatan masyarakat masih menjadi kendala, serta beberapa industri pariwisata belum bisa diajak untuk bekerja sama dengan baik.

**Kata Kunci:** Kementerian Pariwisata, *Monitoring*, MCSTO, KTA

## ABSTRACT

*The research aims to know the application of Monitoring Center Sustainable Tourism Observatory in Yogyakarta and to determine what obstacles were encountered during carrying out the program. The methods used in this study employ a descriptive qualitative type of research in which this type of research the writer describes in its entirety the research without using the number processing method. The data-collection technique is using an unstructured interview technique. Its hope that this study will benefit both theoretically and practically to the Ministry of Tourism, team's MCSTO UGM, as well as to the readers. The results of the study are an indicator of the applications of Sustainable Tourism observatory including several features are Environmentally Friendly, Local Community Empowerment, Local Economic Development, Local Culture Strengthening and Tourist and Growth. Among the obstacles faced was the lack of qualified human resources in the monitoring area, in addition the region implemented program team MCSTO UGM is incompatible with location of Key Tourism Area (KTA) ITMP, a lack of awareness of the public in processing the resulting waste, moreover poverty and inequality in people's income are still an obstacle, and some of the tourist industries have not been able to invited to cooperate properly.*

**Keywords: Ministry of Tourism, Monitoring, MCSTO, KTA**