

POTENTIAL TOURISM VILLAGE IN GROWING ENTREPRENEURS 'OPPORTUNITIES AND ENVIRONMENTAL MANAGEMENT (Case Study in Girikerto Turi Tourism Village, Grogol Sleman Tourism Village, and Brajan Tourism Village, Sendangagung Minggir Sleman)

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The development of tourist villages in the past 10 years is quite rapid. People are aware of tourism needs that tend to return to nature and offer a natural atmosphere. Many villages have tried to develop the area to become a Tourism Village. However, not yet fully tourism villages are ready to provide various needs of tourists who come at any time. Some are only labeled tourist villages, but have not been maximized in applying Sapta tourist charm. The purpose of this study was to determine the success of the tourism village potential in fostering entrepreneurial opportunities and environmental management and to find out the factors that influence the success of rural tourism potential in fostering entrepreneurial opportunities and environmental management.

This research uses qualitative descriptive research. The use of qualitative methods is also taken into consideration because the research instruments are human or researchers themselves. Research locations in Girikerto tourism village, Sleman Turi, Grogol Sleman tourism village, and Brajan Tourism Village, Minggir, Sleman. Researchers conducted observations and interviews with village officials and communities in Girikerto, Grogol and Brajan tourism villages. The research subject was determined by purposive sampling technique. Purposive sampling is the technique of taking data sources in accordance with certain considerations of the researcher. Data collection techniques in this study using questionnaires (questionnaire), interviews (interviews), observation (observation), and documentaries (secondary sources). The data analysis technique used in this study is triangulation technique. The triangulation technique used in this study includes triangulation methods to compare research results obtained from interviews, observations, and documentation.

The results of the research show that the development of Grogol tourism village is one of the steps to open employment, entrepreneurial opportunities, and environmental management. Grogol tourism village is an independent tourism village. This independent predicate was not obtained in an instant. Need struggle and perseverance in developing the tourism village of Grogol which was originally a growing tourist village. Tourism village managers and local communities continue to strive to develop tourism villages to become independent tourism villages. Brajan tourism village also has the potential of cultural wealth from humans, namely Kuntulan arts and campursari. Art of kuntulan and campursari is an art that has been practiced by the people of Brajan hamlet since before the existence of a tourist village. The community enters this potential into a tour package with the hope that later tourists can enjoy and learn about kuntulan arts and campursari. Tourists who come to the tourist village of Brajan have not seen the art potential, most of them are only looking for bamboo crafts. This can occur due to a lack of promotion to future tourists, then also because the Brajan tourist village is still in the developing category. The tourism village has three types of attractions namely natural, cultural and artificial attractions, with superior attractions in the form of PE goat cultivation. The arrangement of the environment in Nganggring Tourism Village generally does not have a special pattern. Settlement areas are built on each land so there are no standard rules or distribution of plots. The planned environmental arrangement is in the area of ??the cattle village.

Keywords: Potential, tourism village, entrepreneurship and environment

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