

STRATEGY FOR DEVELOPING CULTURAL TOURISM VILLAGES IN KAMPUNG EMAS, DUSUN KRAPYAK, MARGOAGUNG, SEYEGAN, SLEMAN

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ABSTRACT

This study aims to (1) know the problems and potentials of the development of cultural tourism villages in Kampung Emas, Dusun Krapyak, Margoagung, Seyegan, Sleman, and (2) explain recommendations and innovations towards the development of cultural tourism villages in Kampung Emas, Dusun Krapyak, Margoagung, Seyegan, Sleman. This research uses a qualitative method with a case study approach in Kampung Emas, Krapyak, Margoagung, Seyegan, Sleman. The focus of this research is the human resources aspect, infrastructure and infrastructure aspects, as well as the visitor experience aspect. Data collection techniques were carried out by observation, group discussions and documentation with research informants of tourism awareness groups (pokdarwis) and the government of Krapyak, Margoagung, Seyegan, Sleman. Data analysis was carried out with a SWOT model (strength, weakness, opportunity, and threat) that explored the advantages and disadvantages of potential cultural tourism villages in Kampung Emas, Krapyak Hamlet, Margoagung Seyegan, Sleman to develop opportunities, challenges, and obstacles to tourism development so that a sustainable tourism development model was found.

Kata Kunci: *Tourism Potential, Tourism Potential Development, Cultural Tourism Village*