

ABSTRACT

Gunungkidul is one of the districts in Yogyakarta that has a lot of tourism potential, however many tourists only come to visit beach and cave tourism while many types of Tourism Villages can be visited by tourists, one of them is Beji Tourism Village. As in the strategy of developing tourist villages by Atmoko (2014) This research aimed to analyze the the development strategy of Beji Tourist Village in order to increase tourism activities in Beji Tourist Village. The author using qualitative research method which presented in descriptive and for data collection techniques are observation, interviews, and documentation study with SWOT analysis on four aspects of tourism products attribute that are accesibility, amenities, activities, and attractions. Based on the research results had concluded that Beji Torist Village has a good tourism potential but due to the lack of funds both from the government and the investor makes development in Beji Tourist Village are not going well. The existing human resources still cannot manage tourism well so they have not been able to increase the number of tourist visiting Beji Village. One of the development strategy that could be carried out is to do a training for the human resources and also using social media as a promotion media.

Keywords: Tourist Village, Destination Development Strategy, Beji Village