

ABSTRACT

Bobung Tourism Village is a tourism village included in RIPPDA as a handicraft tourism village. This was explained through Yogyakarta Special Region Regulation No. 1 of 2012 concerning the Regional Tourism Development Master Plan, article 15 paragraph 3 that the Patuk and surrounding areas are developed as craft and agro-ecotourism tourism village areas. Today, Bobung Tourism Village has experienced a decline in tourist arrivals and enthusiasts of craft products made. The sustainability of tourism has three main keys, namely economy, environment and society. However, the growth of the tourism sector in Bobung Tourism Village is still facing obstacles, such as infrastructure problems, a business climate that is not yet conducive, and resources that have not been managed properly.

The purpose of this research is to identify the role and involvement of stakeholders in the development of tourism entrepreneurship and the condition of the business environment in developing tourism entrepreneurship in Bobung Tourism Village.

This study uses a descriptive qualitative method approach, using data collection techniques through observation and interviews with informants. Interviews were conducted with academics, stakeholders, tourists and the relevant government.

The results of this study indicate that the government support variable influences tourism development in Bobung Tourism Village, it can be seen from the government's planning and priorities for the tourism industry, tourism activity programs and the effectiveness of marketing activities to attract tourists. The stakeholder engagement variable also has an influence on the resources involved. On the business environment variable, the results of the study found that the level of market dominance and tourism policy influenced the development of tourism entrepreneurship in Bobung Tourism Village. The results of this study are expected to be a reference for the government and related stakeholders in determining the development and sustainability of the Bobung Tourism Village.

Based on the results of the study, it can be concluded that the variables of government support, stakeholder engagement and the business environment have an influence in developing tourism entrepreneurship in Bobung Tourism Village.

Keywords: Tourism Entrepreneurship, Stakeholder Engagement, Government Support, Tourism Village.