

CONTRIBUTION OF RECREATIONAL BUSINESS MANAGEMENT STUDY PROGRAM STUDENTS IN TOURISM DEVELOPMENT OF KAMPUNG EMAS SEYEGAN SLEMAN YOGYAKARTA

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ABSTRACT

The purpose of this study is to describe the contribution of Recreation Business Management Study Program students related to the potential of Seegan Village. As a pioneer of Tourism Village, it is necessary to have development planning referring to the icon of tourism development in Indonesia without leaving the existing natural and cultural potential. This research uses survey methods and also field observations for strengthening. Data analysis uses percentage techniques based on the answers obtained. The subjects in this study were 60 Recreational Business Management students. The data collection process uses a structured questionnaire. The conclusion of this study showed that: 1) 38.89% answered that Seyegan village has great potential in cultural tourism, 2) information on the existence of Seyegan village 68% answered from social media, 3) for sports activities 75% answered that outbod is a highly recommended choice, 4) 89% answered that Seyegan Village is suitable to be recommended as a tourism laboratory, 5) 65% answered that public facilities are one of the points of attraction for Seegan village.

Kata Kunci: *tourism village, contribution, seyegan, sport tourism*