

# ANALISA PENGELOLAAN PENGUNJUNG DI KAWASAN TAMAN WISATA CANDI BOROBUDUR

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## **Abstract**

*As a world heritage destination, visitor management is very important for the development of tourism industry in Borobudur Temple for the sake of the preservation of Borobudur Temple as the world heritage. On the other hand, good visitor management can also affect the experience quality for the tourist. This research is a qualitative research by using descriptive analysis which of course use primary and secondary data. Primary data was obtained by interviewing directly the management of PT. Taman Wisata Candi Borobudur, Prambanan dan Ratu Boko. Data and information obtained through field research are then analyzed. The results of this research is the author's analysis of the management of visitors along with the problems experienced by the management at Borobudur Temple related to the experience quality of the tourist. The suggestions given by the authors to the management in this study is to conduct a study and identification of the identity and characteristics of visitors who also followed by the making of tour packages in accordance with previous identification with the aim to improve the experience quality of the tourists.*

**Keywords:** *Visitor Management, Experience Quality, Tourist*