ABSTRACT

Curug Sewu is one of the natural tourist destinations that is an icon in Kendal Regency. The main charm of Curug Sewu is a waterfall with 3 levels, therefore Curug Sewu got the nickname as the highest waterfall in Central Java. The natural scenery from a height with a stretch of forest, rice fields, and rivers is also an attraction of Curug Sewu. From the various potentials that are owned, there are still problems in the Curug Sewu tourist destination. The main problem of Curug Sewu is the limited ability to manage tourist destinations. The purpose of this research is to analyze external and internal conditions to be able to formulate priority strategies in an effort to develop Curug Sewu tourist destinations.

This research uses the SWOT analysis method, which analyzes external factors in the form of Opportunities and Threats, as well as internal factors in the form of Strengths, and Weaknesses. QSPM (Quantitative Strategic Planning Matrix) method to determine alternative priority development strategies. The analysis was conducted on 3 variables, namely internal factors, external factors, and tourism development strategies. Data collection using questionnaires distributed to respondents. Respondents in this study involved Key Persons, namely the head of the Curug Sewu tourist destination management, the Kendal Disporapar, the Head of the Curug Sewu Village Youth Organization, and STIE Semarang Academics.

Based on the results of this research analysis, priority strategies were found through the acquisition of the highest score from the QSPM analysis. The main priority is the management of tourist destinations which includes the fulfillment of operational resources such as equipment and equipment, as well as improving the attractiveness, facilities, and infrastructure of Curug Sewu tourism. The existence of alternative priority strategies can be taken into consideration by policy makers in making decisions to develop Curug Sewu tourist destinations.

Keywords   : Curug Sewu, strategy, development, tourism, SWOT, QSPM