

ABSTRACT

Tourism is a promising economic sector that can boost regional income, create jobs, and enhance the quality of life for communities. Simalungun Regency possesses various tourism potentials that require proper development strategies to improve its competitiveness and attractiveness. This study explores how strategic planning can support tourism development in Simalungun by considering both internal and external factors. The objective is to analyze suitable alternative strategies and provide recommendations for the local Tourism Office.

This research employs a qualitative method with primary data collected through interviews and observations, and secondary data obtained through document analysis and literature review. Data analysis utilizes descriptive qualitative methods, SWOT analysis, and the Business Canvas Model. The findings indicate that tourism development in Simalungun is influenced by internal factors such as the quality of tourist attractions, accessibility, facilities, and support services, as well as external factors like market trends, competition, and regulatory changes. SWOT analysis identifies strengths, weaknesses, opportunities, and threats in tourism development.

The study concludes that a structured and comprehensive strategic planning approach can enhance tourism development in Simalungun. Collaboration among government, tourism industry players, and local communities is essential. The research suggests improving infrastructure and tourist facilities, developing effective marketing programs, and providing training for tourism industry stakeholders. Further research on the social and economic impacts of tourism development in the region is also recommended.

Keywords: Business Model Canvas Analysis, Strategic Planning, SWOT Analysis, Tourism Development