

## **ABSTRACT**

*Limbasari Tourism Village is one of the tourism villages in Purbalingga Regency that has various tourism potentials both the natural and cultural tourism potentials which is worthy to be developed as an attractive and potential tourism destination in the future. The development of Limbasari Tourism Village can be said to have not been managed optimally because of the weak management so the development of Limbasari Tourism Village is slow. This is indicated by the number of tourists visiting the Limbasari Tourism Village in 2015 at least when compared with the other two villages developed simultaneously in 2013. Therefore, a proper management strategy by involving the stakeholder is necessary in order to develop Limbasari Tourism Village to become one of the alternative tourism choices for the tourist.*

*The purpose of this study is to decide alternative management strategy that should be prioritized in order to develop the Limbasari Tourism Village. This research used Analytical Hierarchy Process (AHP) method to analyze policy alternatives proposed by the keyperson which has been through interview process before. There were three policy alternatives in Limbasari Tourism Village management: status quo, community based tourism, and market based.*

*The result of AHP analysis shows that the best policy in Limbasari Village management is to develop Limbasari Tourism Village by conducting community based tourism development. This Community-based tourism becomes the priority than the other policy alternatives, with its weight of 0.496 and the overall inconsistency ratio which can be accepted of 0.02.*

*Key words: Analytical Hierarchy Process (AHP), tourism village, tourism development, development strategy.*