

ABSTRACT

Kudus Regency has the potential of nature tourism and religious tourism can be developed to sustain the economy. However, this potential has not been explored due to management that management has not been well-organized and persistent levels of the interests of stakeholders. This study aims to explore how the image of the shape and interaction of institutions and social capital in the community area Destinations Colo.

Methods of research using qualitative methods with phenomenological approach. Data collection was done by observation and interviews with informants who play a direct role in the management and development of Tourism Object Colo which can provide key information needed in research. The data has been collected, analyzed by adopting the model of analysis Miles and Huberman, which consists of 3 processes: data reduction, display/ presentation of data and verification / conclusions.

The results showed that villagers have formed a institution Colo in the form of social organizations supporting the management of tourism and establish parent to coordinate with each other. But still minimal interaction among stakeholders concerned that blaming each other for the authority and responsibilities of the parties that tend to slow the development of tourism.

Keywords : Tourism , Social Capital , Institutions , Stakeholders , Interaction