

ABSTRACT

This study aims to formulate the right strategy in developing Senjoyo tourism objects, Tegalwaton Village, Tengaran District, Semarang Regency by knowing the factors that affect the willingness to pay visitors to Senjoyo attractions and knowing the value of Willingness to Pay (WTP) from visitors to come. to Senjoyo attractions. This study uses a mixed-method method in which the research will combine qualitative and quantitative research. The population in this study were all visitors to Senjoyo attractions. Respondents in this study will be divided to two categories, it's respondents who work / earn and student respondents / do not earn. The results of the study are as follows: (1) The factors that affect the willingness of respondents to pay for the development of Senjoyo tourism objects include age level, income level, domicile, friendly staff, environmental cleanliness, and water pollution. (2) The average value of the respondents' WTP in developing Senjoyo tourism objects is Rp. 20,000. (3) The strategy for developing Senjoyo tourism objects can be carried out by taking into account five aspects, including the aspects of facilities and infrastructure, aspects of tourism promotion, aspects of labor or human resources, aspects of opportunities and challenges as well as aspects of tourism development. Facilities and infrastructure aspects require repair and maintenance of existing facilities, so that visitors feel comfortable, such as parking lots, public facilities, road access, etc. The promotion aspect carried out by the manager is currently not optimal, where there are no social media specifically managed by the manager as a promotional media, so it is necessary to take social media management seriously and actively participate in and hold activities that can support Senjoyo's progress. Aspek manpower, it can be seen that the quality of human data sources currently does not meet the standards for managing tourist attractions so it needs provision and training for managers so that their skills can increase and be able to develop Senjoyo to the maximum. The aspect of opportunity, if you see Senjoyo's opportunity to become an advanced tourism object, is very large, where Senjoyo's strategic location and support for the surrounding environment is great, then this needs to be responded well by the manager to maximize the existing opportunities to become an advanced tourism object. The next aspect is the Senjoyo development program, in which the compiled program must pay attention to all existing aspects so that the development program is oriented towards the progress of tourism objects.

Keywords: Senjoyo, Tourism Object Development Strategy, Willingness To Pay, Atlas.ti