

***Tirta Agung Tourism Village Management Strategy Toward Sustainable
Tourism Village In Bondowoso***

Muksin as chief counselor

Hariadi Subagja as a member counselor

Elvita Triaprilina

Study Program of Master of Applied Agribusiness

Majoring of Agribusiness Management

ABSTRACT

The potential for developing tourism development and becoming a strength for Indonesia to be able to develop as a competitive and sustainable tourism destination. Tirta Agung Tourism Village is a tourist destination located in the village of Sukosari Kidul, Sumberwringin District, Bondowoso. It is one of the tourism potentials that need to be developed in order to have sustainability. The method used in this research is Multi Dimensional Scaling (MDS) to determine the level of sustainability of the tourist village and Interpretative Structural Modeling (ISM) to identify and design a development strategy for the Tirta Agung Tourism Village. The results of the analysis using MDS show that the Tirta Agung Tourism Village has a level of sustainability with a fairly sustainable category seen from the 5 (five) dimensions of sustainability. The results of the analysis using ISM show the key factors in 5 (five) development elements, namely: 1) the key factors in the elements of tourism village sustainability levers are solid and liquid waste management, utilization of natural resources, supporting local entrepreneurship and trade, and planning strategies destination management action. 2) the key factors in the relevant institutional elements are Pokdarwis, BUMDes, Village Government, Tourism, Culture, Youth and Sports Office, Village Community Empowerment Service, Trade and Industry Cooperative Service, Bapeda, and Banking. 3) the key factors in the elements of the obstacles faced are the not yet optimal preparation of program plans and work targets that are right on target, the lack of competence of human resources managers, weak data collection and reporting systems, and the absence of mutually agreed performance targets. 4) the key factors in the element of activity required are improving the quality of human resources for tourism village managers, increasing the participation of the community and local institutions in the management of tourism villages, and increasing cross-sectoral capital cooperation. 5) the key factor in the program objective element is the realization of integrated, integrated and sustainable tourism village management.

Keywords: Tirta Agung Tourism Village, MDS, ISM