

The Development Strategy of SIMBAT Agro Tourism In Jember Regency

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ABSTRACT

Seeing the potential and various benefits of the development of Agrotourism SIMBAT, as well as seeing the condition of agro-tourism which still has not made the main strategic priorities that must be done, and the Agro-tourism design has not been made in accordance with the needs and desires of tourists. Then the need for research on "SIMBAT Agro Tourism Development Strategy in Jember Regency". The analytical methods used in this study are IFE, EFE, IE, SWOT, QSPM, and QFD. The results of the study based on QSPM analysis the priority strategy is "Optimizing the management of SIMBAT Agro-tourism through improving the quality of services to consumers at a minimal cost but still memorable and attractive (in collaboration with travel agencies, outbound / music service providers, and food providers)". And based on the QFD analysis the main priorities of SIMBAT Agrotourism product design that suit the needs of tourists are: "Outbound facilities and unique Cafes", the main application must be done with services that are the top priority seen from the level of importance namely HR training (systematic HR training , continuous, and improvement of HR work systems). With solid human resources and competent skills, it can improve optimizing excellence by increasing the quality of service to consumers.

Keywords: SIMBAT Agrotourism, SWOT, QSPM, QFD