

**Sistem Peringkat Rekomendasi Tempat Wisata Kabupaten Jember Menggunakan Metode *Simple Additive Weighting* (Kriteria: *Attraction, Accessibility, Amenities, Ancillary*) (Jember Regency Tourist Attraction Recommendation Ranking System Using the *Simple Additive Weighting Method* (Criteria: *Attraction, Accessibility, Amenities, Ancillary*))**  
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**ABSTRACT**

The abundance of tourist destinations often makes it difficult for travelers to select choices that best align with their personal preferences, potentially diminishing their travel satisfaction. This research aims to develop a Decision Support System (DSS) employing the *Simple Additive Weighting* (SAW) method to provide more personalized and relevant tourist destination recommendations. The system evaluates alternative destinations based on several criteria: Attraction, Accessibility, Amenities, and Ancillary. In a case study utilizing data from 27 tourist destinations in Jember Regency, the SAW method successfully calculated preference values for each destination and generated a ranking. For instance, the Wana Wisata Tanjung Papuma destination achieved the highest preference score (1.00), followed by Coco Park (Coffee and Cocoa Research Center) with a preference score of 0.9500, whereas Wisata Citra Mandiri received a lower score of 0.5500, based on the specified criteria inputs and weights. These findings indicate that the developed DSS can assist prospective tourists in the decision-making process for selecting destinations more objectively, transparently, and efficiently, thereby enhancing the potential for satisfaction in planning and experiencing their tourist visits.

**Key words:** Decision Support System, Tourism Recommendation, Destination Selection, SAW Method