

***TOURISM OBJECT DEVELOPMENT PLANNING STRATEGY CASE
STUDY OF WATU ULO BEACH, JEMBER REGENCY***

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ABSTRACT

Developing a marine tourism area requires strategic planning that considers both local potential and challenges. Watu Ulo Beach, a coastal destination in Jember Regency, boasts unique characteristics such as snake-like natural rocks and local cultural narratives. Despite its strong tourism potential, the area still faces challenges related to infrastructure, governance, and suboptimal community engagement. This study aims to formulate a destination development strategy using a qualitative descriptive approach. Data were obtained through observation, in-depth interviews with managers, tourists, and local stakeholders, as well as field documentation. Analysis was conducted using the 4A approach (Attraction, Accessibility, Amenities, and Ancillary) to map the destination's actual conditions, and a SWOT analysis served as the basis for strategy development. The results indicate that the attraction aspect has superior potential, but is not yet supported by adequate supporting facilities and services. Recommended strategies include improving the quality of facilities, promoting local culture, training human resources, and strengthening synergy between stakeholders. This research is expected to serve as a reference for developing sustainable and participatory tourism based on local potential.

Key words: *Watu Ulo, tourism development, planning strategy, marine tourism, SWOT analysis.*