

Analysis of Factors Contributing to the Decline in Visitor Numbers: Strategic Initiatives to Boost Tourist Interest in the Blawan Hot Springs Bondowoso

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ABSTRACT

Blawan Hot Spring is one of the natural tourist destinations in Bondowoso Regency that has experienced a decline in the number of visitors in recent years. This study aims to analyze the factors causing the decline in visitor numbers and to formulate strategic efforts to increase tourist interest in visiting Blawan Hot Spring, Bondowoso. This research employed a qualitative descriptive method, with data collected through observation, in-depth interviews with 16 informants, and documentation. The results show that the decline in visitor numbers stems from an accumulation of weaknesses across various tourism components, ranging from accommodation quality, information delivery, and limited tourist activities, to the underutilization of available supporting services. Based on the SWOT matrix analysis, six complementary development strategies were formulated, arranged according to short-term to long-term priority scales, comprising: cleanliness and tourism information management, local product and attraction development, marketing and promotion enhancement, improvement of supporting facilities and infrastructure, transportation partnerships and road infrastructure improvement, as well as regional management collaboration and additional attractions. The findings of this study are expected to serve as input for tourism managers in formulating development policies to revive tourist interest in visiting Blawan Hot Spring.

Key words: decline in tourist visits, tourism development strategy, SWOT, Blawan Hot Spring