

Development Strategies for Tiara Jember Park Waterboom to Support Sustainable Tourism Destination

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ABSTRACT

This study aims to identify the condition of Tiara Jember Park Waterboom based on the 6A tourism components (Attraction, Accessibility, Amenities, Activities, Available Packages, and Ancillary Services), analyze internal and external factors using SWOT analysis, and formulate development strategies to support sustainable tourism destination management. This study employed a descriptive qualitative approach. Data were collected through observation, semi-structured interviews, and documentation. The informants consisted of the manager, operational staff, and visitors, selected using a purposive sampling technique. Data were analyzed through data reduction, data presentation, conclusion drawing, and SWOT analysis. The findings indicate that Tiara Jember Park Waterboom has several strengths, including water recreation attractions as its main attraction, a strategic location, adequate supporting facilities, and affordable entrance fees. However, several weaknesses were identified, such as inactive attractions, inadequate cleanliness and facility maintenance, limited promotion of tourism packages, and an insufficient number of safety officers in the pool area. Based on the SWOT analysis, the recommended development strategies include improving tourism attractions and activities through digital promotion and collaboration with various stakeholders, enhancing the quality of facilities and services, strengthening visitor safety, and developing innovative attractions. These strategies are expected to improve the destination's competitiveness and support the sustainable management of Tiara Jember Park Waterboom.

Keywords: *development strategy, SWOT analysis, 6A tourism components, sustainable tourism destination.*