SUMMARY

ARDE LINDUNG PAMBUDI. The Development Strategy of Nature Tourism in Gunung Pancar Nature Park. Under direction of ARIEF DARYANTO and SRI HARITOYO.

Gunung pancar nature park resort is one of tour destination which also serves as excursion jungle. In order to increase the utilization of the tour jungle, the government gave concessions in the form of nature tourism Permit to utilize the jungle with inclusion of the public around the nature park. The entity that allowed to utilize the nature park are cooperatives, government owned company (bumn) and private company, which now is given to PT. Wana Wisata Indah.

Unfortunately, the execution to increase utilization of the nature park, according to nature tour planning (Rencana Karya Pengusahaan Pariwisata Alam /RKPPA), is considered not optimal, because the facilities that should be built in 2007 is not built until now, therefor guest visitor target (65 754 visitors per year) and the increase of national income beside taxes (pnpb) about 20% cant be reached.

From that research background, the objectives of the research are, analyzing affecting internal and external factors toward development of the nature park, formulizing strategy alternatives to develop the nature park and giving recommendations to prioritize the strategies to develop the nature park.

According to the internal factor evaluation (IFE), the highest score for strength factor is the strategic location of the gunung pancar nature park and the law status as the excursion nature park. And the lowest score also become the weakness is the dividing of managable site block is not clear yet. Meanwhile,

According to the external factor evaluation (EFE), the highest score for opportunity factor is the market volume that can be visitors of the nature park. And the lowest score which also become the threat is the public around the nature park that may ruin the natural resources.

According to the ie matrix we can tell that the general strategy is in the fifth quadrant (hold and maintain), the score is (2.376 ; 2.239). That means gunung pancar nature park need to improve their performance in order to increase their competitiveness and to guarantee their sustainability. The general strategy that may be suitable to this kind of company are market penetration and product development.

Based on IFE and EFE analysis, SWOT matrix is formed and produced six strategy, improving the kind and the quality of tour attractions, increase the role of association in the gunung pancar nature park management, improving market campaign through electronic media, improving the public around the nature park as stakeholder role in the nature park management, enwide the area of the nature park and make the border clear, and improve the public around the nature park as stakeholders in gunung pancar nature park management.

Based on QSPM analysis, the highest sum of total attractiveness is in S-O (1) strategy which improving the kind and the quality of tour attractions with score 6.273. The second high sum of total attractiveness is in W-O (1) strategy which improving market campaign through electronic media with score 5.921. The third high sum of total attractiveness is in W-O (2) strategy which improving
the public around the nature park as stakeholder role in the nature park management with score 5.848.

Keywords: Gunung Pancar Nature Tourism, Nature Park, Development Strategy, IFE, EFE, SWOT, IE, QSPM.