

**STRATEGI PENGEMBANGAN  
KAWASAN OBYEK WISATA GUCI KABUPATEN TEGAL**

**TESIS**

Disusun Dalam Rangka Memenuhi Persyaratan  
Program Studi Magister Teknik Pembangunan Wilayah dan Kota

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UNIVERSITAS DIPONEGORO  
SEMARANG  
2009**

## ABSTRACT

Development of tourism sector in Tegal regency has good prospect and it can be rely on for support to succesfully founder in any sector, another tourism area which give contribution for region income for the retributon is location of Guci tourism object. This location have location between Guci village in Bumijawa subdistrict and Rembul village in Bojong subdistrict. Comparison with another tourism object area, and this area have any nature potention, and supported by lives of agrarian peoples. Kinds of object and tourism attraction which the stock in this location also very interesting, such as Hotel Duta Wisata Guci, Wana Wisata Guci, clambing of mountaint Slamet, Bukit Perkasa, bathe of hot water from source of Samet mountaint, Sendang (Kasepuhan dan Pengasih), Curug (Kembar, Pengantin, Amba dan Sigeyong), and Sigeyong cave. Another that, this location include of conservation area is nature security, so that it can to be attraction of tourism, as specially concered of equipment, uniquely and variety of object and attraction who own.

In condition tourism object in location of Guci tourism object, for last some yearsin 2001 have an experience where tourism to be decrease and a little anxious, this is approved to b decrease total of tourists visited. And caused is executive optimal less, lend to stand their self and decrease of bandage peoples in development of tourism, so that prices of competitive to be down. Limited of executive capable cose cooperate to be down between government side and private, nature damage and looks dirty, clean minus, location care, limited places and in support of infrastructure such as way location also can giving kinds of changed such as change in tune used and mix all kinds of building function. With any activity in there, so that tend to growth up a dirty residence, demand supply in place and infrastructure and chage of economic social lives design. Completed of tourism requests suitable with that condition of hysical location, and interrelated with a quality of place and infrastructure, activity what do you want, condition of tourism location, and hopes for tourists development. So how can be make a development creative force and development tourism location which fit compact with programme "PERTIWI (Agriculture, Industrial, Tourism) and government policy of Tegal regency, and needed some identification of tourism potention, and determine development strategy and it can be maximize of tourism potention in there are can introduction in this location tourism object on the vas peoples. Because of that, **reserch question is anything stategy who will be giving for expend location of Guci object tourism, so can give a competitive score for Tegal regency.**

The potention location of Guci tourism object included in activity tourists sector and agriculture sector, another one of used potention there are determine development strategy location of Guci tourism object and what the base on nature tourism potention and agriculture. And produce to hopes from strategy fixation development in location Guci tourism object is for competitive score in location Guci tourism object, for another cluster where in Tegal regency and arounding, another that also can maximize tourism potention in local peoples capacity in tourists activity. Rank analysis who to do in fixation development strategy in location of Guci tourism object include potention identification tourism object who with using classification analys and inclined development for who knows product condition and tourism market with used analys BCG. Excavation potention and opportunity will be combination with pay attention weakness who is property also threatening from around invironment, giving a concept, inovation in development location of Guci tourism. The compact matriks SWOT and matriks Internal-External (I-E) was done will produce short time and long time period.

Find of study what we get, showsthe location of Guci tourism object to form high tourism potention which offer kinds of tourism activity but it have weakness is decrease tourists sum who to visited in that location (from 2001) and the result from object unfold less and tourism attraction be there (such as: Curug, Sendang, cave, climbing of Slamet mountaint and Bukit Perkasa, and Wana Wisata) minus of modification object and attraction nature tourism with artificial, such as: waterboom of hot water, area outbond, agriculture tourism, with concept such as park Mekarsari Jonggol fruit, and there are alternative lodging with model homestay with offering condition of village natural and coast be competitive. Promotion less in location of Guci tourism object on segment where more vast (10-16 th); less of marketing scale which more vast again until nation or may be in international from promotion merger for north beach tourism line (Pantura) and beach south (Pantse) and less in level support of aksesibilitas and reach for better in location of Guci tourism object, or inside; and less in level support of place and infrastructure as allowance in location of Guci tourism object. Because of that in reach for purpose which hoped, needed a change in increase, clear up, and fixed in tourism requests, so that how to can pull up interest the tourists for visited in our location and tourist needed can completed (ex: quality, uniquely and kinds of object, tourism pulling power, place and infrastructure and acesesibilitas and reach fo which easy). Fixed tourism request also to donefrom promotion to all people which more vast together or modean unity, another that also need a promotion from more attraction on week in over come decrease of visitor on the time where not holiday season and people potention in that place and activity of Guci tourism.

**Keywords:** Location, Tourism Object, Guci, Tegal Regency, Strategy, Development, Competitive.