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KARYA ILMIAH : JURNAL ILMIAH

Judul karya ilmiah (artikel) : The Strategy Development of the Region in Support Borobudur Tourism Cluster Competitiveness Regions in Indonesia
 Jumlah Penulis : 3
 Status Pengusul : Penulis Pertama
 Nama Penulis : **Dr. Hadi Sasana, SE, M.Si**

Identitas : a. Nama Jurnal : Journal of Environmental Management and Tourism
 Jurnal Ilmiah : b. Nomor ISSN : 2068-7729
 : c. Volume, nomor, bulan, tahun : Vol. VII Issue 8(24) 2017 p. 1517-1528
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• Kecukupan dan Kemutakhiran Data & Metodologi	Metodologi sudah cukup baik
• Kelengkapan unsur dan kualitas penerbit	Unsur sudah lengkap dan kualitas penerbit bagus
• Indikasi plagiasi	Tidak ditemukan indikasi plagiasi
• Kesesuaian bidang ilmu	Studi ini sesuai dengan bidang ilmu peneliti/pengusul, ekonomi publik.

Semarang, 5 Oktober 2019
 Reviewer 1



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d. Kelengkapan unsur dan kualitas penerbit (30%)	12					10
Total = (100%)	40					32
Kontribusi Pengusul (Penulis Pertama)						19,2

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• Kecukupan dan Kemutakhiran Data & Metodologi	Metodologi sudah cukup baik dengan alat analisis SWOT dan AHP
• Kelengkapan unsur dan kualitas penerbit	Unsur sudah lengkap dan kualitas penerbit bagus terindeks scopus Q3
• Indikasi plagiasi	Tidak ditemukan indikasi plagiasi
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Volume 8, Issue 8, 31 December 2017, Pages 1517-1528

The strategy development of the region in support borobudur tourism cluster competitiveness regions in Indonesia (Article)

Sasana, H. [✉](#), Da, H. [✉](#), Muid, D. [✉](#)

Diponegoro University, Indonesia

Abstract

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The study aims to examine the region's tourism cluster of Borobudur and formulate strategies development. In order to improve the competitiveness of this region. The analysis is the SWOT analysis, R/C ratio, and the Analytical Hierarcy Process (AHP). The data is using primary data from the respondents that the sample consists of academics, businessmen, Government, and community leaders. These results showed that: 1). the majority of SMEs cluster supporting its business profitable tourism of Borobudur. 2). power factor in favor of the tourist attraction is strategically located in the tourist area of the world Temple namely Borobudur, but less weak-side supported the production of the good local souvenirs. Tourism development opportunities and challenges is Asean free market, and over the function of land nature tourism. (3) the tourism cluster development strategy Priorities are (a) supporting production develops tourism, (b) improve marketing, (c) improve the supporting infrastructure, (d) strengthening the institutional, and (e) improving the managerial quality. © 2017. ASERS Publishing. All rights reserved.

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[Analytical Hierarcy Process](#) [Borobudur](#) [Competitiveness](#) [SWOT analysis](#) [Tourism cluster](#)

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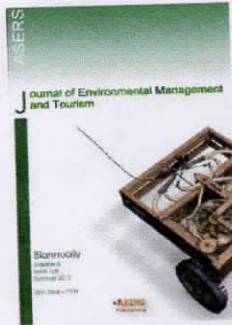
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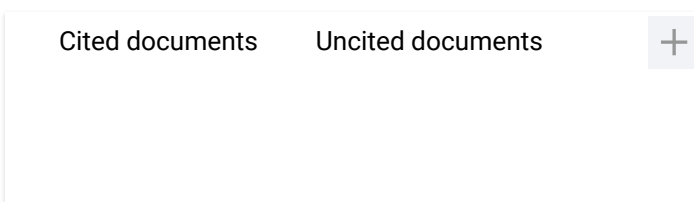
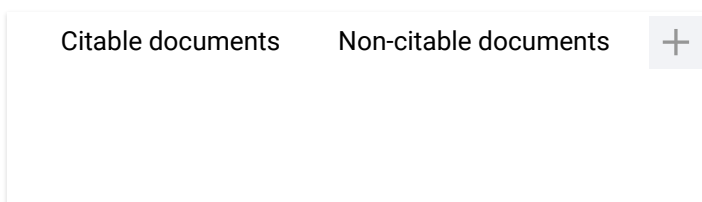
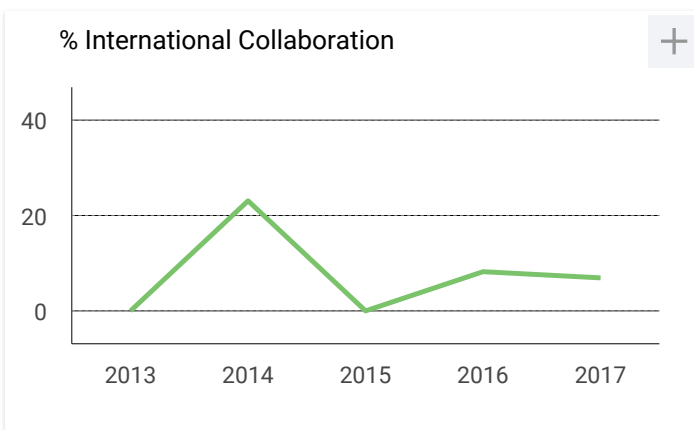
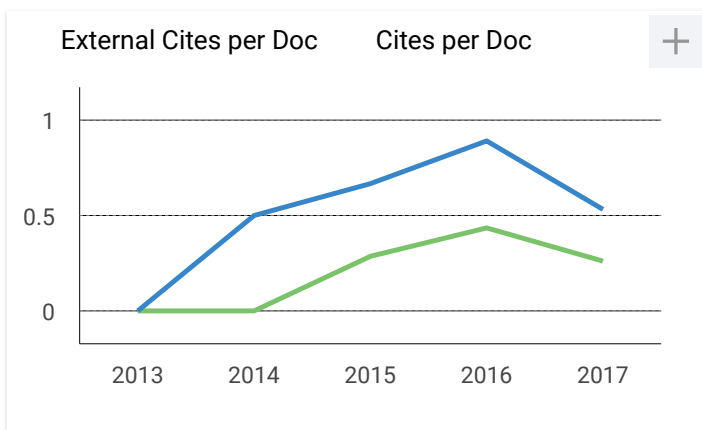
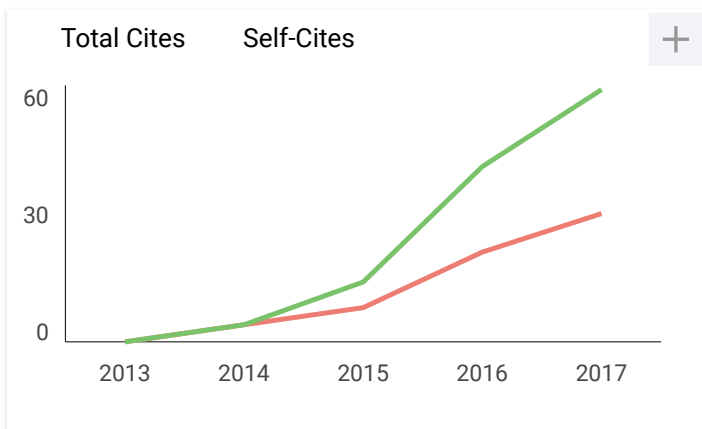
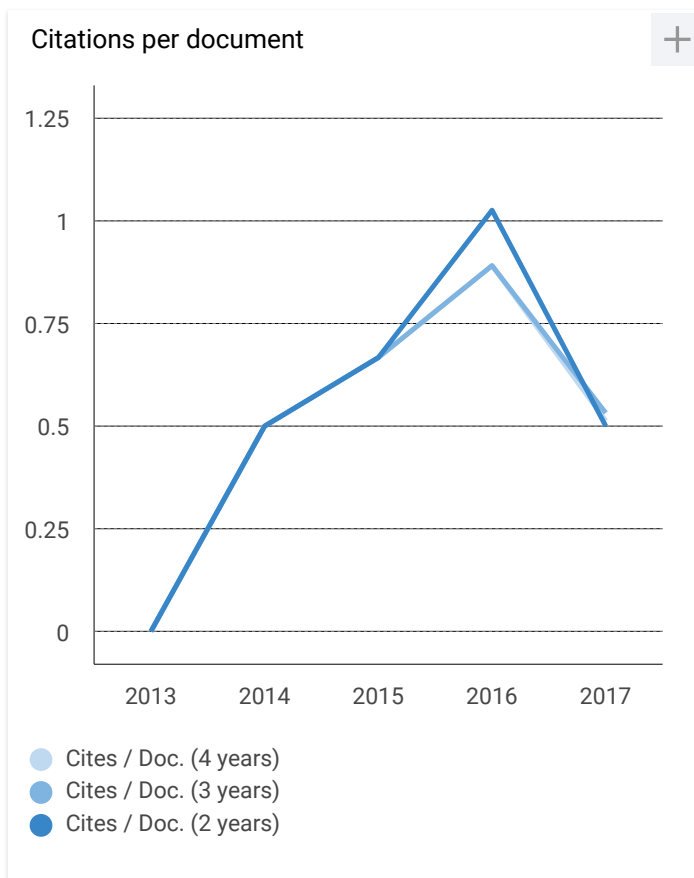
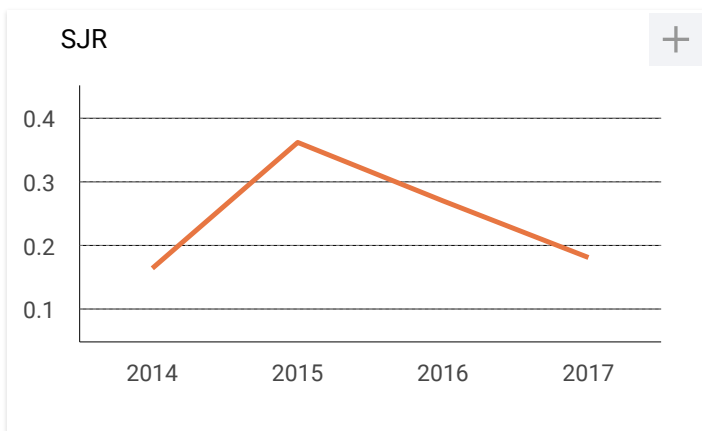
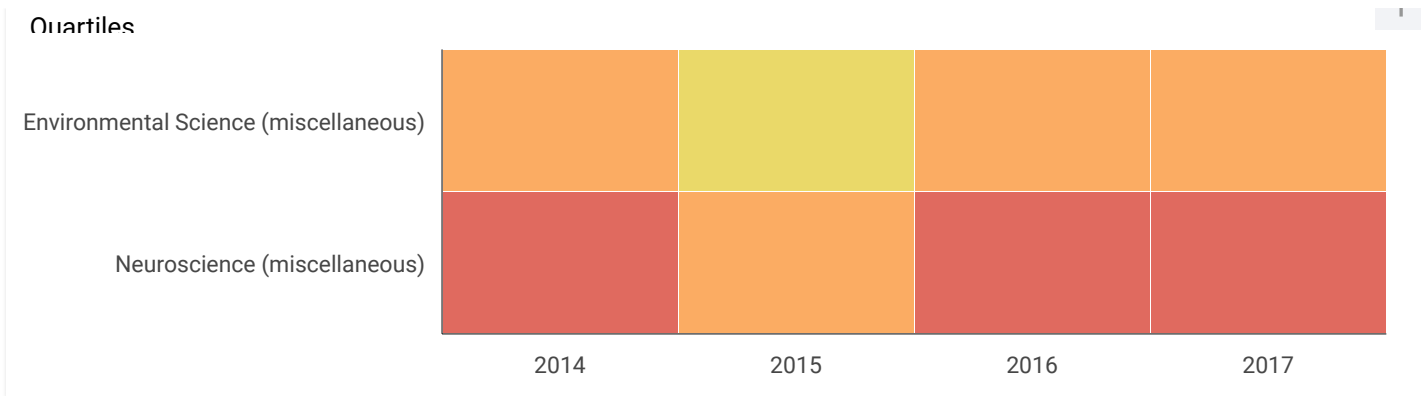
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