

Abstract

Ahmad Sayuti Royali, Kutang Beach Attraction Development Strategy Based on Sustainable Tourism Development, Under the guidance of Dr. Sutikno, SE., M.E.

Optimal management of tourism, taking into account the carrying capacity of nature or ecology, and involving the community, as well as infrastructure support for tourist attractions, will create economic, social and environmental (ecological) tourism sustainability. Tourism development based on sustainable tourism development means more than the preservation of the natural environment, but can also be a source of prosperity for the community. However, in reality, tourism management is still not implemented optimally and creates an economic, social, and environmental sustainability. This study aims to formulate a tourism development strategy based on sustainable tourism development of Kutang Beach in Labuhan Village, Lamongan Regency and determine the priority strategy to be carried out. The analytical method used to develop the strategy is the Analytical Network Process (ANP). The results of the analysis show that to develop sustainable tourism development-based tourism, nine strategies are needed. The most dominant strategy is the construction of shopping facilities. Meanwhile, the most dominant policy alternative to support the development strategy of Kutang Beach tourist attractions based on sustainable tourism development is the application of the value of professionalism in destination management, followed by strengthening the role of village governments and community empowerment.

Keywords: *Tourism Development, Sustainable Tourism Development, Analytical Network Process (ANP)*

Abstrak

Ahmad Sayuti Royali, Strategi Pengembangan Objek Wisata Pantai Kutang Berbasis *Sustainable Tourism Development*, Di bawah bimbingan Dr. Sutikno, SE.,M.E.

Pengelolaan pariwisata secara optimal, dengan mempertimbangkan daya dukung alam atau ekologi, dan melibatkan masyarakat, serta dukungan infrastruktur pada objek wisata, akan menciptakan keberlanjutan pariwisata secara ekonomi, sosial dan lingkungan (ekologi). Pengembangan Pariwisata berbasis *sustainable tourism development* atau pariwisata berkelanjutan bermakna lebih dari pelestarian lingkungan alami, namun juga bisa menjadi sumber kemakmuran bagi masyarakat. Namun pada kenyataannya pengelolaan pariwisata masih belum dilaksanakan secara optimal dan menciptakan sebuah keberlanjutan ekonomi, sosial, dan lingkungan. Penelitian ini bertujuan untuk merumuskan strategi pengembangan pariwisata berbasis *sustainable tourism development* Pantai Kutang di Desa Labuhan Kabupaten Lamongan dan menentukan strategi prioritas yang akan dijalankan. Metode analisis yang digunakan untuk menyusun strategi tersebut adalah *Analytical Network Process* (ANP). Hasil analisis menunjukkan bahwa untuk mengembangkan wisata berbasis *sustainable tourism development* dibutuhkan sembilan strategi. Strategi yang paling dominan adalah pembangunan sarana pertokoan. Sedangkan alternatif kebijakan yang paling dominan untuk mendukung strategi pengembangan objek wisata Pantai Kutang berbasis *sustainable tourism development* adalah penerapan nilai profesionalisme pengelolaan destinasi, kemudian disusul dengan penguatan peran pemerintah desa dan pemberdayaan masyarakat.

Kata Kunci: Pengembangan Pariwisata, *Sustainable Tourism Development*, *Analytical Network Process* (ANP)