

ABSTRACT

Agrotourism or agricultural tourism is defined as a series of tourist travel activities that utilize agricultural locations or sectors. The aim of this research is: (1) To find out what external and internal factors influence the development of Kampung Durian Agrotourism in Pakis Village (2) To find out the strategy for developing Durian Village Agrotourism in Pakis Village. The methods used in this research are descriptive methods and analytical methods. Sampling used the Purposive Sampling method. Data analysis uses SWOT and QSPM analysis. The research results show that (1) Based on internal and external factors, the main strength of Kampung Durian Agrotourism is the superior product factor in the form of durian. The weakness is that road access is inadequate. Meanwhile, the opportunity for people to take advantage of their weekends and the main threat faced by Kampung Durian Agrotourism is competition with other tourist villages that have similar potential. (2) the appropriate strategy for development efforts is making processed products from superior agrotourism fruit.

Keywords: Agrotourism, SWOT Analysis, QSPM Analysis.



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