ABSTRACT

Rembang Regency is one of the regencies located in the northern coastal area of Java which has various potential wealth in tourism aspects such as nature tourism, historical tourism, and cultural tourism that needs to be developed for economic purposes by the local government of Rembang Regency itself and also by the residents of the surrounding community of Rembang Regency alone. Therefore, it is necessary to develop tourism potential in Rembang Regency in order to increase tourist attractions and develop tourist destinations that have not been widely exposed, especially the tourism sector destinations in the cultural field, starting at the sub-district level.

In the design, the author uses the Analytical Hierarchy Process (AHP) method as a method in determining the weight of each criterion and the Weight Sum Model (WSM) as a decision support system calculation. Besides that, there are also system testing methods used in this design, namely Greybox and User Acceptance Tests (UAT).

The result of this study is a Decision Support System with the Weight Sum Model (WSM) method that can provide information and facilitate the calculation of district priority decisions in the development of cultural tourism objects in Rembang Regency.

This research is expected to make it easier for the Culture and Tourism Office of Rembang Regency to determine sub-district priorities in developing cultural sector tourism objects in Rembang Regency.

Keywords— **Rembang *Regency, cultural tourism object, WSM***