

ABSTRACT

Tourism is a sector that has great potential in generating economic growth and providing benefits in terms of education and learning experiences. Edu-Tourism, is an important approach in preparing local communities with proper knowledge and understanding of the tourism industry. However, there are obstacles that arise in the development of tourism in Lasem District, which are related to a decrease in tourism performance which can be caused by limited knowledge and skills of Human Resources (HR) in the field of tourism, service quality and tourism development that have not been optimal. This study aims to explain the influence of Tourism Human Resource, Quality Tourism Service, and Tourism Development on tourism performance in Lasem District. The research used a descriptive approach with a quantitative method, where data was collected through questionnaires given to respondents who would be involved in tourism education programs in schools in the Lasem District. The data were analyzed using Structural Equation Modeling (SEM) to examine the relationship between the variables studied. The results of this study are expected to provide a better understanding of the influence of Tourism Human Resource, Quality Tourism Service, and Tourism Development on tourism performance in Lasem District by implementing a tourism education program. The theoretical implication of this research is to provide a strong research foundation in understanding the relationship between these factors. The managerial implication is to provide useful information for stakeholders in designing and implementing tourism education programs. Managerial implications are based on the results of calculating variables using AHP, used to determine priorities for improving tourism performance through the Edu-Tourism program in Lasem District.

Keywords – Edu-Tourism, Tourism Human Resource, Quality Tourism Service, Tourism Development, Tourism Performance