

ABSTRACT

The tourism potential owned by Banyuwangi Regency is very diverse. Therefore, tourism has become a sector that Banyuwangi Regency has relied on in recent years. One type of tourism potential that is most often visited by tourists is natural tourism in Banyuwangi Regency. However, there are several natural attractions in Banyuwangi Regency that have limited visitor attendance. This can occur because the management and development of natural tourism that has the potential to grow has not been optimized. Therefore, the Head of DISBUDPAR Banyuwangi Regency needs to prioritize natural attractions that have the potential to be developed further.

In setting priorities, a decision support system is needed to determine the priority of developing natural tourism potential in Banyuwangi Regency. The decision support system is designed using the prototyping system development method, calculating the weight of each criterion and sub-criteria using the Analytical Hierarchy Process (AHP) method, and calculating the decision support system using the Weight Sum Model (WSM) method.

The results of this research are in the form of a decision support system that can provide information about the priority development of natural attractions which is expected to facilitate the Head of DISBUDPAR Banyuwangi Regency in prioritizing the development of natural tourism potential.

The results of designing a decision support system can later be useful for increasing the attractiveness of natural tourism. In addition, it can also facilitate the Head of DISBUDPAR in making decisions to determine the priority of natural attractions to be developed.

Keywords – AHP, Banyuwangi Regency, Tourism Potential, Decision Support System, Nature Tourism, WSM