

## **ABSTRACT**

*Kampung Blekok, located in Rancabayawak Village, Cisaranten Kidul, Gedebage Subdistrict, Bandung City, West Java with an area of about 2.17 hectares, has great potential to become a developed tourism village because this village has been a home for water birds of prey since 1970 such as the Rice Field Blekok (*Ardeola speciosa*) and Buffalo Egret (*Bubulcus ibis*) which are rarely found in urban areas. It is estimated that the number of water birds of prey in Kampung Blekok reaches 800 individuals. In addition, this village also has a role as a buffer for modern activities because it is located close to the new urban center (Bandung Teknopolis). However, Kampung Blekok has experienced a decline in the number of visitors due to the absence of further promotion of Kampung Blekok and the lack of tourist facilities that attract tourists besides the bird attraction due to the limited land that can be used by local residents. This research uses a mixed analysis method that combines the results of observations, interviews, and literature studies with SWOT analysis and EFAS and IFAS calculations to determine the right strategy recommendations to increase the number of visitors to Blekok Village. It is hoped that this research can improve the visitor experience, make Kampung Blekok more attractive, and help the growth of the creative economy and the preservation of the ecosystem in Kampung Blekok.*

**Keywords:** *Kampung Blekok, Increased number of visitors, SWOT, Ecosystem.*