

ABSTRACT

Rembang Regency has tourism potential such as cultural, natural, and artificial tourism but in 2020 there will be a decrease in the number of tourists visiting tourist destinations in Rembang Regency. Nature tourism is tourism that has the most choice of destinations compared to cultural and artificial tourism in Rembang Regency. Wates White Sand Beach is one of the most visited natural tourist destinations and has the most income compared to other natural attractions. However, there are several natural tourism potentials, including the White Sand Beach of Wates, which have not been developed optimally in the absence of standards in tourist attractions so that it can result in a lack of tourist interest in visiting tourist attractions. To develop the potential for natural tourism in Rembang Regency, a design measuring instrument for tourism potential, especially nature tourism, is needed so that Rembang Regency can develop natural tourism in the area or places that are developed. The indicators of the tourist attraction component thus allow the tourism potential to be in accordance with the design of the indicators made and tourism management can be carried out optimally. The design of indicators and measuring instruments will use the SECI method, which stands for Socialization, Externalization, Combination, and Internalization. In addition to designing the indicators, each will be weighed using the Analytical Hierarchy Process (AHP) method to determine the weight of each parameter and indicator. The results of the study are twenty-one indicators of eight parameters along with measuring instruments, and the weights of each parameter and indicator. The results of the design of indicators and measuring tools are useful for the Tourism Office of Rembang Regency in determining tourism potential.

Keywords — AHP, Measuring Instrument Design, Nature Tourism, SECI Tourism Potential