

ABSTRACT

Jollong Agrotourism is a potential tourist attraction in Pati Regency. However, the number of visits to Jollong Agrotourism experienced a downward trend from 2020-2023. This study aims to determine and analyze the aspects that should be prioritized in developing tourist attractions in Jollong Agrotourism.

This research uses the Analytical Hierarchy Process (AHP) method. Analysis of the development strategy of Jollong Agrotourism includes aspects of attractions, accessibility, and amenity.

The results of the AHP analysis showed that of the three aspects of the development of Jollong Agrotourism, producing accessibility aspects as the top priority with a strategy to improve road access to tourist attractions. The proposed policy of improving road access to tourist attractions is the highest priority solution. With the proposed policy, it can increase the number of tourist visits in Jollong Agrotourism.

Keywords: Attraction Development Strategy, Agro-tourism, AHP, Attraction, Accessibility, Amenity.

