

## **ABSTRACT**

*Tourism is a crucial factor, its presence involving other sectors that contribute to regional economic growth. However, this is not the case in Kudus Regency. The tourism sector in Kudus Regency is not yet competitive compared to surrounding areas and has not yet contributed to the regional economy. This study aimed to determine the competitiveness of Kudus Regency's tourism sector using the Competitiveness Monitor (CM) approach.*

*This study uses secondary data including tourist visits, infrastructure, social and environmental conditions, technological progress, and regional economic indicators obtained through official publications of local governments and related agencies. Eight competitiveness indicators measured are the Human Tourism Indicator (HTI), Price Competitiveness Indicator (PCI), Infrastructure Development Indicator (IDI), Environment Indicator (EI), Technology Advancement Indicator (TAI), Human Resource Indicator (HRI), Openness Indicator (OI), and Social Development Indicator (SDI). The analytical method used is the calculation of the tourism competitiveness index based on data normalization and composite weighting.*

*The research results obtained indicate that, in general, the tourism competitiveness of Kudus Regency remains in the very low category. Data normalization results show that seven of the eight indicators received scores ranging from 0.00 to 0.20, or are categorized as uncompetitive. The weakest indicators include PCI, EI, TAI (at the beginning of the study period), HRI and HTI (at the end of the study period), OI, and SDI. Meanwhile, the IDI was the only indicator that showed a significant upward trend, particularly in 2020, in line with the acceleration of physical development and improvements in public facilities during the pandemic. This condition reveals that despite infrastructure improvements, the tourism sector in Kudus Regency does not yet have a stable competitive advantage in terms of environmental quality, technology, human resources, price level competition, or destination openness.*

*Keywords: Tourism Competitiveness, Competitiveness Monitor Method, Tourism Index, Composite Index, Tourism Competitiveness Index*

