

ABSTRACT

Tourism Village is a tourism model that applies the concept of Community-Based Tourism where the community contributes directly to the development of Tourism Village. Kandri Tourism Village is a Tourism Village located in Gunungpati District, Semarang City. The existence of Kandri Tourism Village has a significant role in the welfare of the surrounding community. In order for the development of a sustainable tourism village, youth participation is needed and is needed to formulate a development strategy through empowering youth in the management of tourist villages. The main objective of this research is to formulate alternative strategies for developing the empowerment of tourism village youth in Kandri and determine priority strategies in making policy strategies for developing tourism villages through empowering youth in Kandri tourism villages.

The analytical method used in this study is the Mixed Methods by combining quantitative approaches and qualitative approaches to analyze data. In-depth interviews with competent informants using stakeholder analysis to determine the influence and interests of stakeholders and determine alternative strategies for developing rural tourism through empowering youth using a SWOT analysis. Furthermore, fuzzy analytical hierarchy process is used to determine the priority of village tourism development strategies through youth empowerment.

The results showed that Semarang City Culture and Tourism Office and Mekarsari Pokadarwis UMKM Pandanaran were stakeholders with a key player category who had full authority in developing Kandri tourism village. Then in the development of tourism villages based on youth empowerment the institutional aspects are considered as the most important aspects, the institutional role is very important in regulating resources and the distribution of benefits for that institutional elements need to be considered in an effort to increase village potential to support the development of tourism villages. the better the institutional aspects possessed by a tourist village, it is expected to be able to synergize the important elements associated with tourism villages so as to contribute to the development of tourism villages so as to improve the economy of the community. Furthermore, the priority strategy considered to be the most important in developing rural tourism through youth empowerment is involving the active role of youth in promoting tourism villages through social media. The second priority is Pokdarwis in collaborating with Karang Taruna in developing tourism villages, then followed by the third priority strategy namely Education and tourism training for Kandri Village youth.

Keywords; Tourism Village Development Strategy, Youth Empowerment, Fuzzy Analytical Hierarchy Process.