

ABSTRAK

Lely Dwi Oktarina, H1A120040, Feasibility Analysis of Tourism Destination Development in Pematang Jering Village, Muaro Jambi Regency. This study aims to assess and analyze the feasibility of developing a tourism destination in Pematang Jering Village, Muaro Jambi Regency. Using a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis approach, the study identifies the strengths, weaknesses, opportunities, and threats in the tourism development of Pematang Jering Village. This research employs qualitative methods, with data collection conducted through observation, interviews, and documentation. The data used in this study includes both primary and secondary data. The results indicate that Pematang Jering Village has significant tourism potential, with its unique local culture, stunning natural beauty, local products that can be promoted to tourists, and various basic facilities as key strengths that can attract visitors. However, there are various accessibility challenges, such as inadequate road infrastructure and a lack of supporting facilities. The recommendations provided include improving infrastructure, providing public transportation facilities, and more intensive promotion to attract more tourists. Proper development will support sustainable tourism growth in this village.

Keywords: Feasibility, Development, Tourist Destinations