

**PENGEMBANGAN DAYA TARIK WISATA HUSADA KALIBACIN
SEBAGAI WISATA UNGGULAN DI KABUPATEN BANYUMAS JAWA
TENGAH**

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ABSTRACT

The development of Husada Kalibacin Tourism Attraction as the flagship tourism in Banyumas Regency, Central Java. Husada Kalibacin tourism is a tourist destination that has its own uniqueness and peculiarities. In Husada Kalibacin Tourism tourists can do activities such as relaxing while bathing or swimming in sulfur-containing water that has good properties for the health of the body.

The application of an effective and maximum SWOT analysis can be a very important role when determining a competitive strategy, so that we can find out the strengths, weaknesses, opportunities and threats faced by a tourism destination.

From the research produces several strategies that can be done to fix existing constraints, the strategy can take the role of the government and the community as part involved in the management of Husada Kalibacin Tourism so that it can be a superior attraction in Banyumas Regency, Central Java.

Keyword : Husada Kalibacin, Tourism, Attraction, Banyumas, Covid-19, Potential.

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