

ABSTRACT

This study aims to determine the various potentials offered by the Betet Village Farmers Tourism object in Nganjuk in order to increase tourist visits, develop tourism management, and improve facilities and attractions innovation. This study uses a qualitative approach as a research method and uses observation, interviews and documentation as data collection instruments. Data processing techniques in research using reduction, data presentation process, process of drawing conclusions and triangulation. The results of the study show that based on the SWOT analysis, the development of Betet Village Farmers Tourism refers to the mobilization of all factors of strength and uniqueness in this tour by taking advantage of supporting opportunities, such as the opening of opportunities due to tourism aimed at all groups.

Keywords: Wisata Tani Betet, Nganjuk Tourism, Development.