

**STRATEGI PENGEMBANGAN EMBUNG BANSARI DI KABUPATEN
TEMANGGUNG JAWA TENGAH DI ERA ADAPTASI KEBIASAAN BARU**

ABSTRAK

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The scientific article aims to find out how it is developing a new adaptation attraction in a new adaptation strategy by conducting research using qualitative methods and using swot as a method for data analysis.

The writer found what was necessary in the development of this tourist attraction: the manager for the development of the wista object, appointing one of the parties to manage the attraction whether from the service side, the local village hall, or the community. So that tourist attractions can be properly managed and existing facilities treated, add new ones, and improve road access to tourist attractions.

It would require much greater cooperation and regulation on various parties such as the tourist service, kelurahan, and local communities to agree which ones would manage the attraction for the development of bansari's once successful European tourist attraction.

Keywords: strategy, development, managing, pandemic, bansari.