

**STRATEGI PENGEMBANGAN UMBUL BESUKI SEBAGAI OBJEK
DAYA TARIK WISATA DI KABUPATEN KLATEN JAWA TENGAH
DENGAN MENERAPKAN PROTOKOL KESEHATAN PENCEGAHAN
*COVID-19***

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ABSTRACT

The Umbul Besuki tourist destination is a nature-based water tour that offers unspoiled and beautiful panoramas. Umbul Besuki is located in Klaten Regency, which has the potential in the form of a clear beauty of Umbul (spring), a large pool and a cool natural atmosphere. This tour has also implemented the COVID-19 prevention health protocol in accordance with government recommendations. This Umbul Besuki destination has the potential to be developed into one of the leading tours in Klaten Regency. The method used in this research is qualitative research methods, with data collection techniques used are observation, interviews, documentation and literature study. Analysis of the data used by the author using a SWOT analysis, namely analyzing internal and external factors from the data under study. Development at Umbul Besuki has progress and gradual development. Currently the construction at Umbul Besuki has reached 30%, even though Umbul Besuki has opened with complete facilities. Umbul Besuki has also been able to compete with other similar tours by utilizing the available potential. Even though currently there is a COVID-19 pandemic, managers are not running out of ways to still be able to bring in tourists by still implementing the applicable health protocol.

Keywords: Umbul Besuki Tourism Destinations, Nature Tourism, Health Protocols