

Ketua Sekolah Tinggi Pariwisata Ambarukmo

ARTIKEL ILMIAH

**PENGEMBANGAN SENDANG SENGON SEBAGAI DAYA TARIK
WISATA BERKELANJUTAN PADA ERA ADAPTASI KEBIASAAN
BARU DI KABUPATEN TEMANGGUNG, JAWA TENGAH**

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ABSTRACT

Sendang Sengon is a nature-based tourist destination and has a strong historical value located in Banjarsari Village, Ngadirejo District, Temanggung Regency, Central Java, the Sengon spring is in the form of a pool flowing water from springs so that it is used for bathing and washing and irrigating, besides that it has spiritual values that strong used to perform traditional ceremonies. The research method used in this study is a qualitative method, while the data collection techniques used observation and interviews. After the data obtained were collected, they were analyzed using the SWOT technique. The results of this study indicate that the tourist destination of Sendang Sengon has good accessibility. The potential and conditions of cleanliness and safety at Sendang Sengon Tourism are good so that it can add to the comfort of tourists. However, the management of Sendang Sengon Tourism is still not well organized and the facilities are quite complete and there are only a few aspects that need to be improved. During the Covid-19 pandemic, Sendang Sengon still did not implement health protocols in accordance with applicable regulations.

Keyword : Sendang Sengon, Temanggung District, Sustainable Tourism.