

Abstract

Indonesia is a country that has a large area stretching from Sabang to Merauke. Of the thirty-eight regencies in Central Java Province, Kendal District has a wide variety of tourist attractions with a variety of unique cultural arts and local wisdom of its people. One of the attractions that is not widely known by the public, especially the outside community, is the Omah'e Opa Waterpark Tourism Park which is one of the largest tourist attractions in Kendal District which already uses the latest technology, but there has been no measurement of the park's intelligence until now.

The purpose of this study is to analyze the dimensions of smart tourism which will be a tool for measuring the intelligence of the Omah'e Opa Waterpark Tourism Park.

In order to obtain an index that can be the final result of tourism intelligence or smart tourism. To achieve the research objectives, the method used in this study is descriptive qualitative by applying sources based on the concept of the Quadruple Helix Model. So this research involves the government (government), experts (experts), business players (business players), and visitors (users).

The results in this study found that the variables and indicators of smart tourism matched the intelligence index of the Omah'e Opa Tourism Park, which was 78.61, which means that it was smart enough so that it could be said that the Omah'e Opa Tourism Park had supported the Kendal District smart city through smart tourism or smart tourism.

Based on the research results, the suggestions given by researchers are the need for updates or modifications from the government and business people regarding foreign tourist variables and government support so that they can develop in an industrial era that is continuously advancing. Another suggestion from an academic perspective is that it is hoped that future researchers can use the existing models in this study quantitatively.

Keywords: Omah'e Opa Tourism Park, Kendal Regency, Smart Tourism, Smart City.