

## **ABSTRACT**

*The Indonesian tourism sector is the hope for Indonesia's economy for the next five years from 2019 in a way that destroys foreign exchange. This is because the tourism sector is growing rapidly starting from its contribution to national GDP, foreign exchange, and the growth in the number of tourists every year. Also, in West Java and especially Bandung Regency, tourism is also a source of economic growth. One of the tourism developed to build a populist economy is a tourist village. Currently, there are 10 tourism villages in Bandung Regency with a "development tourism village" level. While the government's goal is to create an independent tourism village, the ten tourist villages in Bandung Regency have not yet reached that level.*

*Therefore, the purpose of this study is to plan a developing tourism village scenario for the next 5 years so that it can become an independent tourism village. This research uses the TAIDA method, it's just that the tracking, analysing, and imaging stage is carried out until it finally produces four scenarios and vision.*

*This research is a qualitative research with a descriptive study by collecting data through interviews and observations. The unit of analysis is an organization, namely the developing tourism village, Bandung Regency and Disparbud, Bandung Regency.*

*The results of this study are there are several trends and factors driving the development of tourism village. The factors found are the basis for determining the driving variables which will be the strongest dependent variable and the strongest driver. Then with the cross-impact analysis, it was found that the superior tourist village (tourist visits and employment) as the strongest dependent variable. Then the contribution of the tourism village manager (evaluation, reporting, plans, work programs, and competencies) becomes the strongest driver. The two variables resulted four scenario which is uncompetitive, competitive, pre-competitive, and underdevelopment. Meanwhile, the existing vision is the development of tourism villages to meet the needs of tourists with village tourism in order to increase villagers wellbeing and the villagers play a role in organizing tourist villages.*

*The suggestion of this research is that each developing tourism village in Bandung Regency improves the quality of its tourism village by correcting the shortcomings that the researchers encountered. Then each tourist village makes a vision according to the characteristics of the village and arrange roadmap from that vision. Meanwhile, Disparbud Bandung Regency suggested to make a shorter and clearer vision. In addition, Disparbud Bandung Regency can reduce this vision into a program for its tourism village and implement the program.*

**Keywords:** *scenario planning, tourist village, TAIDA method*