

## **ABSTRACT**

*Natural tourism is tourism that has the most choice of destinations compared to cultural and artificial tourism in Rembang Regency. There has been a decline in tourist visits to Rembang from 2019 to 2021 due to the impact of the pandemic and damage to road access in 2022. In addition, there are no indicators as a standard for determining the potential for natural tourism in Rembang Regency to assist the Culture and Tourism Office in selecting tourist sites.*

*In this study, a classification of indicators of natural tourism potential will be carried out based on the indicators of Attractions, Facilities, Accommodation, Activities, Accessibility, and Ancillary Services as well as the environment and Human Resources which will later become a procedure for increasing natural tourism potential from the classification results using a taxonomic model and also conducting the weighting of each indicator uses an analytical hierarchy process.*

*This research has the results of designing the concept of a taxonomy model as a classification in order to overcome problems in the management and use of information and knowledge which can provide an overview of information and knowledge classification so as to facilitate the sharing and use process. After carrying out the taxonomy model, a purchasing procedure will be carried out to purchase natural tourism potential so that the potential purchase is carried out properly and correctly according to the procedure.*

*With clear and structured procedures for determining natural tourism potential, decision making in the development of natural tourism can be carried out in a more directed and effective manner. Subsequent research can use the model that has been designed to enter into the next taxonomic stage of building a complete knowledge management system for the Culture and Tourism Office of Rembang Regency*

***Keywords — Indicators, Indicator Classification, Natural Tourism, Procedures, Tourism Potential***