

# **PEMILIHAN STRATEGI LOKASI TEMPAT WISATA ALAM DI PT SELECTA (Andi Yohansya Eko P), (Farah Adiba)**

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## ***ABSTRACT***

*This study analyzes the location strategy implemented by PT Selecta, one of the oldest natural tourism destinations in Batu City. Amid increasing competition among tourist attractions and the increasing expectations of visitors regarding accessibility and high-quality experiences, location strategy becomes essential in maintaining destination competitiveness. This research employs a qualitative descriptive approach using a case study design, with data collected through interviews, field observations, and company documentation. The results show that PT Selecta has effectively implemented its location strategy by optimizing accessibility, strengthening supporting facilities, collaborating with travel agencies, and leveraging its geographical and historical advantages. Convenient road access, clear directional signs, digital map utilization, and transportation support significantly enhance the attractiveness of the destination. Furthermore, the natural mountain landscape, thematic flower gardens, and historical value contribute to forming a strong and distinctive destination image. Overall, the location strategy plays a crucial role in increasing tourist visits and reinforcing PT Selecta's competitive position. This study concludes that a well-executed location strategy that integrates geographical, operational, and cultural aspects can create sustainable competitive advantages for tourism destinations. The study recommends improving accessibility management, expanding transportation partnerships, and enhancing the use of digital technology for more effective visitor-flow management.*

***Keywords: Location Strategy, Operational Management, Tourism, Tourist Attraction.***