ABSTRACT

APPLICATION OF BLUE OCEAN STRATEGY ON TOURISM SECTOR
(Studies on Tourism Object in the District of West Coast)

By

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This study uses the theory of Blue Ocean Strategy is challenging the companies to get out of the red ocean of bloody competition by creating market space uncontested.

The purpose of this study is to determine the potential of tourism into a new tourism opportunities in the District of West Coast through the Application of Blue Ocean Strategy.

Descriptive method in this research is a qualitative approach focuses on the BOS (blue ocean strategy) approach.

The results obtained are: 1) Department of Tourism and Creative Economy of the West Coast District has great potential to apply Blue Ocean Strategy; 2) Eliminate, Reduce, Raise and Create is a step in developing tourism in the West Coast District. Create indicators that have been outlined, the Department of Tourism and Creative Economy can focus on Culinary Tourism Processed Fish of Blue Marlin and Business Tourism in the Forest Damar.

The need for innovation and creativity in developing tourism, so as to display the uniqueness and distinctiveness which is owned by the District of the West Coast that can attract tourists to visit.

Keywords: BOS (Blue Ocean Strategy), Marketing Strategy of tourism.