

**INNOVATION STRATEGY THE DEVELOPMENT OF COMPETITIVENESS OF
ECO-BASED COASTAL TOURISM DESTINATION, MANAGEMENT
ORGANIZATION AND QUALITY OF SERVICE**

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Abstract

This study aims to identify the condition of internal factors, external factors and the formulation of innovation strategies for the development of competitiveness of eco-based coastal tourism destinations, management organizations and service quality. This type of research is qualitative research. Methods of data collection using methods of observation, documentation and interviews. Respondents are determined purposively based on the purpose of this research. Data analysis techniques used are Internal Factor Analysis Strategic (IFAS), External Factor Analysis Strategic (EFAS) and SWOT matrix model. The results of this study indicate that the internal factor condition consists of strengths showing that natural conditions white sandy beaches, calm blue water and strong community support, Desa Pakraman organization and management are given full authority and responsibility to manage this coastal tourist destination. The weakness is the low entrepreneurial spirit and the quality of

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