

**Title of the thesis: MAIN TRENDS IN THE TOURISM INDUSTRY IN INDONESIA
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SUMMARY

The Indonesian tourism industry has placed it as one of the strategic sectors and contributes to gaining foreign exchange for the country. The attention of this tourism sector has become a mainstay and has the potential to be developed based on the facts of its strengths - with scholars releasing several scientific publications that record and summarize the existence of these factors. which influences it. Therefore, this article examines the main themes in the development trends of tourism studies and maps the potential and explores future research directions on tourism issues in Indonesian regulations. For this reason, this research is qualitative with a descriptive approach, bibliometrics with 3-year data from 2020 to 2023 served, and SWOT (strength, weakness, opportunity and threats) analysis in summarizing the main issues and themes as well as tourism potential in the Indonesian context. Our data collected in the form of government reports, academic literature reviews, statistical data, and thematic data from the Scopus database are also summarized. The results show that the main trend in the development of the Indonesian tourism industry has been following the concept of ecotourism development at the local level, instead of finding many superior destinations, the issue of tourist villages, multi-stakeholder tourism is studied, and the potential for development and sustainability of the tourism industry from the main focus The future of the Indonesian tourism industry continues to develop towards sustainability and resilience. The potential for the development of Indonesian destinations under SWOT objectives is also very important, which is summarized.