[DSL] Submission ID 630

Inbox

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Fri, Mar 13, 2020, 8:51 PM

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Submission ID: 630

Title: SWOT and MICMAC analysis to determine the development strategy and sustainability of the Bongkasa Pertiwi Tourism Village, Bali Province, Indonesia

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Topic(s): Multiple Objective Decision Making

Keywords: village tourism, strategy, sustainable, SWOT, MICMAC

Abstract: Village tourism is one of the alternative forms of sustainable tourism that began to be developed in Bali. Bongkasa Pertiwi tourism village is one of the villages designated as a tourist village with a variety of natural potential. The purpose of this research is to analyze the strategy and development program of the Bongkasa Pertiwi Tourism Village, and to analyze the factors that play a role in the sustainability of the Bongkasa Pertiwi Tourism Village. The main data collection technique in this study is through FGD, the results of which are input to the SWOT and MICMAC analysis. The results of the SWOT analysis show that Bongkasa Pertiwi Tourism Village, so the strategic position of the development of the Kenderan tourism village is in the condition of growth and build. The three main factors in the sustainability of a tourist village are the uniqueness of the tourist village, the competence of human resources, and the presence of a driving force that has a link with stakeholders.

Comments:

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8:26 PM

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