

Implementasi strategi pengembangan pariwisata Kementerian Pariwisata dan Ekonomi Kreatif : kajian destination management organization Raja Ampat = Tourism development strategic implementation at the Ministry of Tourism and Creative Economy : assessment destination management organization Raja Ampat

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20330541&lokasi=lokal>

Abstrak

Skripsi ini membahas mengenai implementasi strategi pengembangan pariwisata Kementerian Pariwisata dan Ekonomi Kreatif (Kajian : Destination Management Organization Raja Ampat). Penelitian ini merupakan penelitian positivis dengan analisis deskriptif yang mana peneliti berusaha untuk memaparkan faktor internal dan eksternal implementasi strategi pengembangan pariwisata di Raja Ampat. Hasil penelitian menyebutkan bahwa faktor internal dan eksternal implementasi dstrategi pengembangan pariwisata di Raja Ampat telah dituangkan dalam bentuk Destination Management Organization walaupun sampai saat ini belum semua program mencakup keseluruhan faktor internal dan eksternal yakni bidang infrastruktur dan transportasi. Dengan melihat hasil penelitian, maka rekomendasi bagi Kementerian Pariwisata dan Ekonomi Kreatif adalah agar menjalankan konsolidasi semua pihak di Raja Ampat sehingga tercapai pengembangan pariwisata yang mensejahterakan seluruh pemangku kepentingan dan menjaga keseimbangan ekosistem Raja Ampat.

.....The focus of this study is the tourism development strategic implementation at the Ministry of Tourism and Creative Economy (Assessment : Destination Management Organization Raja Ampat). This research is a positivist research employing descriptive analysis, in which researcher tries to describe the internal and external factors of tourism development strategic implementation in Raja Ampat. The result that the internal and external factors of tourism development strategic implementation in Raja Ampat have been established as Destination Management Organization although not all programs covered the internal and external factors of tourism development strategy implementation such as infrastrucatur and transportation sectors. According to the result obtained, Ministry of Tourism and Creative Economy is reccomended to consolidate of all stakeholders of Raja Ampat to reach the objective of tourism develompent for prosperity of the stakeholders and to keep the balance of nature ecosystem of the Raja Ampat.