

## Strategi pengembangan Raja Ampat warisan di Ujung Timur Indonesia

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### Abstrak

Raja Ampat in Papua (Irian Jaya) has many tourism resources both in culture and nature to be maximized as tourism product. Therefore, Raja Ampat has a big chance to be developed as the best tourism destination in the east region of Indonesia, especially in marine tourism. This article based on literature studies and field research. This article explains tourism potency of Raja Ampat, some strategies to develop it as tourism destination, empowering local people, and it's market. The author also recommend eco-cultural tourism which is in line with sustainable tourism as the right choice to manage Raja Ampat as tourism destination.