

Gorontalo to be leading tourist destination in Celebes island

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Abstrak

Gorontalo could be one of the leading tourist destinations in Sulawesi island (popular known as Celebes). This province has a very interesting regional topography because it is flanked by two seas that are quite rich in marine biodiversity life, in north and south. There are developing their tourism industry such as destination branding, environmental issues, human resources, synergy among its stakeholders, and demand from millennial tourists. The existence of the tourism industry in Gorontalo is quite improved, at least when viewed from tourists who visit this place last year, especially domestic tourists to visit this destination and the level of international tourist growth. By looking at the theory of tourism development phase of a destination, the position of Gorontalo province is currently at the earliest phase, called exploration. Nevertheless, Gorontalo benefited from unique characteristics including the topography of this province is currently at the earliest phase, called exploration. Nevertheless, Gorontalo benefited from unique characteristics including the topography of this province which could make it as The Heart of Celebes. For destination development, the Gorontalo government should focus on destination development strategies, which are usually supported by elements of 5A including attractions, accessibility, accommodation, amenities, and activities.