

Pengembangan kawasan wisata pulau komodo indonesia = The development of tourism pulau komodo indonesia

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Abstrak

Studi kasus yang dipilih dalam makalah ini adalah mengenai pengembangan kawasan wisata Pulau Komodo yang terletak di Indonesia Timur sebagai tujuan atau objek wisata bertaraf Internasional dan menjadi tuan rumah untuk Visit Indonesia year 2012. Disini akan dijelaskan strategi membangun relasi dengan pemerintah, media serta masyarakat dan rancangan program revitalisasi Pulau Komodo 2012 yang dilakukan public relation perusahaan kepada pemerintah, media dan masyarakat. The case studies were selected in this paper is the development of the tourism Pulau Komodo located in eastern Indonesia as a destination or attraction international standard and be host to Visit Indonesia year 2012 Here is described a strategy to build relationships with government media and the public also revitalization program for Pulau Komodo 2012 which conducted a public relations firm to the government the media and society in Indonesia yarakat di Indonesia.

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