

## Strategi pemerintah kabupaten nias selatan dalam pengembangan pariwisata = South nias local government strategy in tourism development

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### Abstrak

[Skripsi ini membahas mengenai strategi pemerintah kabupaten Nias Selatan dalam pengembangan pariwisata di Kabupaten Nias Selatan sebagai salah satu upaya pemerintah untuk meningkatkan kesejahteraan masyarakat melalui pembangunan daerah. Penelitian ini dilakukan dengan menggunakan pendekatan kualitatif melalui studi lapangan dan studi kepustakaan. Berdasarkan analisis dan penelitian yang dilakukan, maka strategi pemerintah Kabupaten Nias Selatan dalam pengembangan pariwisata, yaitu: peningkatan pengembangan destinasi dan pemasaran pariwisata, dinilai sudah tepat. Hal ini dinilai berdasarkan analisis lingkungan yang dilakukan melalui analisis SWOT menunjukkan banyaknya potensi destinasi wisata yang ada di daerah namun belum berkembang. Namun demikian, Pemerintah Kabupaten perlu memerhatikan beberapa hal yang menjadi masalah dalam sektor pariwisata di Nias Selatan, terutama yang dapat menjadi penghambat dalam melakukan pengembangan wisata. Sehingga, strategi Pemerintah Kabupaten Nias Selatan tidak hanya mengenai pengembangan wisata secara fisik namun juga terhadap masyarakat Nias Selatan sebagai tuan rumah di daerah wisata dan pihak pengusaha sebagai penyedia layanan wisata.]; This thesis discusses the strategy of South Nias local government in the development of tourism in South Nias Regency as one of the government's efforts to improve the welfare of the community through local development. This research was conducted by using a qualitative approach through fieldstudy and literature. Based on the study, the strategy of South Nias Regency government in tourism development, that is: improvement of the development and marketing of tourism destinations, is considered appropriate. It is assessed based on the environmental analysis conducted through a SWOT analysis indicates the number of potential tourist destinations in the region but not yet developed. However, the local government must pay attention to some things that become a problem in the tourism sector in South Nias, especially those that can become an obstacle in conducting tourism development. Thus, the South Nias local government strategy is not just about the physical development of tourism, but also to the community of South Nias as the host in the tourist area and the employers as travel service providers., This thesis discusses the strategy of South Nias local government in the development of tourism in South Nias Regency as one of the government's efforts to improve the welfare of the community through local development. This research was conducted by using a qualitative approach through fieldstudy and literature.

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