

Strategi pengembangan objek wisata Taman Safari I Cisarua = The developing strategy of Taman Safari I Cisarua

Andhika Malik Maharaya, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20414752&lokasi=lokal>

Abstrak

[Tesis ini bertujuan untuk mengetahui strategi pengembangan pada objek wisata Taman Safari I Cisarua, dengan melihat strategi pengembangan yang dilakukan oleh pengelola melalui sudut pandang Porter Diamond Model. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Hasil penelitan menunjukkan bahwa sebenarnya strategi pengembangan yang dilakukan oleh pengelola Taman Safari I Cisarua sudah cukup baik, namun demikian agar Taman Safari dapat berkembang lebih pesat diperlukan bantuan pemerintah agar Taman Safari dapat lebih dikenal luas, lebih memiliki fungsi edukasi, serta mampu meningkatkan perekonomian masyarakat di sekitar wilayah Taman Safari.;The aim of this thesis is to determine Developing Strategy of Taman Safari I Cisarua from the Porter Diamond Model point of view. This research uses qualitative approaching with descriptive methods. The result of this study is, basically Taman Safari I Cisarua Developing Strategy has quite enough. However to get further improvement Taman Safari I required Government Support to promote, had more educational functionand able to make society around Taman Safari gain more economical advantage, The aim of this thesis is to determine Developing Strategy of Taman Safari I Cisarua from the Porter Diamond Model point of view. This research uses qualitative approaching with descriptive methods. The result of this study is, basically Taman Safari I Cisarua Developing Strategy has quite enough. However to get further improvement Taman Safari I required Government Support to promote, had more educational functionand able to make society around Taman Safari gain more economical advantage]