

PENGEMBANGAN MALINO HIGHLANDS SEBAGAI WISATA UNGGULAN DI GOWA SULAWESI SELATAN

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ABSTRACT

Malino Highlands is a tourist attraction that offers a variety of tourist attractions for all walks of life, such as gardening, horse riding, relaxing, and adding insight to the presence of flower gardens and mini zoo. Therefore it is necessary to develop Malino Highlands in order to become a leading tourist in Gowa Regency, South Sulawesi Province. This study aims to determine (1) how to develop Malino Highlands, (2) the feasibility of Malino Highlands as a tourist attraction, (3) community efforts in the development of Malino Highlands.

This study uses descriptive qualitative methods, data collected using observation techniques, interviews, documents, and questionnaires. Then the data is processed using SWOT analysis, interview sampling is taken from managers, communities and visitors.

Based on the results of the study that (1) in an effort to develop Malino Highlands, various methods can be carried out including the development of attractions, promotion, improvement of facilities, utilization of technology, improvement of human resource capabilities, and collaboration. (2) it is known that Malino Highlands has been feasible because it has fulfilled the criteria of tourist attraction such as the presence of tourist attractions, the availability of facilities and accessibility as well as other tourism supporting components. (3) community efforts in the development of Malino Highlands can be seen from participating communities in tourism activities in Malino Highlands.

Keywords: Tourism Development, Malino Highlands, Gowa Districts.

Malino Highlands adalah obyek wisata yang menawarkan beragam atraksi wisata untuk semua kalangan, seperti wisata berkebun, berkuda, bersantai, dan menambah wawasan dengan hadirnya taman bunga dan kebun binatang. Oleh karena itu perlu adanya pengembangan Malino Highlands agar menjadi wisata unggulan di Kabupaten Gowa, Provinsi Sulawesi Selatan. Penelitian ini bertujuan untuk mengetahui (1) cara pengembangan Malino Highlands, (2) kelayakan Malino Highlands sebagai daya tarik wisata, (3) upaya masyarakat dalam pengembangan Malino Highlands.

Penelitian ini menggunakan metode kualitatif deskriptif, data yang dikumpulkan menggunakan teknik observasi, wawancara, dokumen, dan kuesioner. Kemudian data diolah menggunakan analisis SWOT, pengambilan sampel wawancara diambil dari pengelola, masyarakat dan pengunjung.

Berdasarkan hasil penelitian bahwa (1) dalam upaya pengembangan Malino Highlands dapat dilakukan berbagai cara meliputi pengembangan atraksi, promosi, perbaikan fasilitas, pemanfaatan teknologi, peningkatan kemampuan sumber daya manusia, dan kerjasama. (2) diketahui bahwa Malino Highlands telah layak karena telah memenuhi kriteria daya tarik wisata seperti adanya atraksi wisata, tersedianya fasilitas dan aksesibilitas serta komponen pendukung pariwisata lainnya. (3) upaya masyarakat dalam pengembangan Malino Highlands dapat dilihat dari berpartisipasi masyarakat dalam kegiatan pariwisata di Malino Highlands.

Kata kunci: Pengembangan Pariwisata, Malino Highlands, Kabupaten Gowa.