

**PENGEMBANGAN GUNUNG REGO SEBAGAI DESTINASI
WISATA ALAM DI BULUNGAN KALIMANTAN UTARA
PADA MASA PANDEMI COVID-19**

Diajukan Oleh :

Andris Suryano

173547

ABSTRACT

The research entitled "Development of Mount Rego as a Natural Tourism Destination in Bulungan, North Kalimantan during the Covid-19 Pandemic" aims to find out how the development of Mount Rego in developing Mount Rego during the Covid-19 pandemic and to determine the role of the community and government in the development of the Mountain. Rego during the Covid-19 pandemic.

The method used in this research is qualitative. The data used are primary data and secondary data. As well as data collection techniques using interviews, observation, documentation, data analysis is done by using the SWOT analysis technique.

Based on research data conducted by the author, it can be concluded that Mount Rego has problems in developing, namely the condition of accessibility to tourist attractions on Mount Rego is not good, incomplete facilities, poor human resources, and the relationship between human resources is still lacking because they have not established cooperation between other tourism objects, and security at the Mount Rego tourist spot is still lacking.

The strategy applied is to develop the existing potential. Improving accessibility, especially roads with holes, adding incomplete facilities, improving human resources to relations between human resources and increasing security so that it is hoped that tourist attractions will become crowded with visitors because they feel safe and comfortable lingering on Mount Rego. Continue to promote by providing understanding so that tourists comply with health protocols and limit the number of visitors to avoid crowds during the Covid-19 Pandemic so that the economy continues to run even though it is not as optimal as during normal conditions, then add wifi facilities and telephone and cellphone signal boosters so tourists feel at home and can access internet better. Due to the current condition of the Covid-19 Pandemic, it is necessary to ensure safety and health for tourists and residents in Pimping Village by building special facilities for washing hands such as sinks provided with liquid soap and temperature detectors.

Keywords: Mount Rego, Development

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