

ARTIKEL ILMIAH
STRATEGI PENGEMBANGAN OBJEK WISATA PHUVIEW
DI DESA WISATA BANGTAO PHUKET THAILAND

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ABSTRACT

Phu View attractions located in Bang Tao village, Phuket, Thailand. Phu View tourist attraction is a tourist attraction that has a beautiful natural scenery and cool place, Phu View tourist attraction is a landmark of Bang Tao village located in the highlands, Phu View attraction has several facilities but not adequate so it requires the addition of facilities supporting tourist activities and lack of promotion done so that many tourists do not know about phu view attractions. The formulation of the problem based on the background is to know what potentials have and how to promote it and how phu view tourist destination development strategy in order to become a tourist attraction in Bang Tao village. The method used is qualitative research method in order to be the basis of research procedures that produce descriptive data in the form of words or spoken by people of interest. Increase promotion with more maximum use of various media and create an official website to introduce Phu View attraction to the public to attract tourists to come visit is very important. Phu View tourism object has the potential as a tourist attraction in general. Phu View attractions have a great opportunity to become a better tourist attraction.

Keywords: Phuvview Attractions, Development Strategy