

**PENGELOLAAN OBJEK WISATA PANTAI WADU JAO**  
**DOMPU NUSA TENGGARA BARAT**  
**DI ERA ADAPTASI KEBIASAAN BARU**

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***ABSTRACT***

Wadu jao beach is a new tourist attraction that has a pretty good potential and is able to compete to be a superior tourism if managed and developed well. The purpose of this study to find out the management of beach attractions wadu jao Dompus West Nusa Tenggara In the Era of Adaptation of New Habits. The *Covid-19* pandemic has had a major impact on the management of tourist attractions in Dompus Regency. According to research conducted to revive tourism in Dompus Regency is to give opportunities to new attractions, develop and manage new attractions namely Wadu Jao Beach that already has the potential of good and natural natural tourism. Wadu Jao Beach has a beautiful natural beauty, a beach with natural green corals that have a uniqueness that other beaches do not have. But this tourist attraction is not good enough in terms of facilities, accessibility and human Resources. This research uses qualitative method because the topic studied needs to be exported using data collection techniques are combined techniques or triangulation that include observation, interview, and SWOT analysis. According to the analysis of data conducted in this research can be concluded that the management of beach attractions wadu jao need help from various layers of strong elements such as the government, managers, and the surrounding community

Keywords: Wadu Jao Beach, Management, Nature Tourism.