

**PENGEMBANGAN DESTINASI BUKIT CINTA DI ERA ADAPTASI  
KEBIASAAN BARU UNTUK MENINGKATKAN KUNJUNGAN DI  
KABUPATEN LEMBATA NUSA TENGGARA TIMUR**

Disusun oleh:

Veronika T. Nimanuho

172874

**ABSTRACT**

*Bukit Cinta Lembata is one of the tourist destinations in Lembata Regency. Located in the village of Bour, Nubatukan district. Bukit Cinta has a beautiful natural panorama and its uniqueness is dead. The purpose of this research was to see the potential that could be developed in Bukit Cinta Lembata, as well as the role of the community and government in its development in this new adaptation period. This study uses a qualitative methodology which links external and internal factors to the SWOT analysis. So the appropriate result is that currently Bukit Cinta Lembata (BCL) has a lot of potential that can be developed as well as facilities that are quite supportive, which can have a positive impact on the surrounding community. However, currently BCL is still being managed directly by the Lembata Culture and Tourism Office and the surrounding environment is still lacking so it is hoped that in the future the community will be given more training and counseling about tourism so that they can be literate about tourism.*

***Keywords: Bukit Cinta Lembata, Development, Role of Government and Society***