

**STRATEGI PENGEMBANGAN DESA WISATA WAEREBO
PADA MASA ADAPTASI KEBIASAAN BARU
DI NUSA TENGGARA TIMUR**

ABSTRACT

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This study aims to determine the waerebo tourism village development strategy, identify internal and external environmental conditions and determine the role of the government in the development of the waerebo tourism village. This study uses qualitative methods using SWOT analysis techniques. The research focuses on the development strategy of Waerebo Tourism Village in Satar Lenda Village, West Satar Mese District, Manggarai Regency. The results of the study explain that waerebo has natural and cultural potential that can be developed into a tourist attraction and is supported by regulations and qualified human resource potential. However, there is a need for improvements to damaged health insurance and additional Tourism Information Center (TIC) facilities as well as increased promotion through websites and social media.

Keywords: Waerebo, Tourism Village, Strategy