UPAYA PENINGKATAN KUNJUNGAN WISATAWAN TEBAT RUKIS DI KABUPATEN BENGKULU SELATAN PASCA COVID-19

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ABSTRACT

Bengkulu city has many tourist attractions. One of them is Tebat Rukis, which is one of the many tourist attractions in the city of Bengkulu. Located in southern Bengkulu.

This type of research used in this research is descriptive using a qualitative approach. Data collection techniques in this study were observation (observation), interviews, and documentation.

Tebat Rukis attraction has used a SWOT analysis (strengths, weaknesses, opportunities, threats). SWOT analysis is used to optimize strengths and opportunities and to minimize weaknesses and threats.

The surrounding community also plays an important role in the development of Tebat Rukis Tourism Object, and helps to move the economy in Tebat Rukis. The need for training activities to provide counseling and become human resources in management who are able to compete and have broad insight into tourism.

Keywords: Tourism, Tebat Rukis, Bengkulu City, Development