

**PENGEMBANGAN WISATA RIZAL CAMPING GROUND SEBAGAI DAYA
TARIK WISATA ALAM UNGGULAN DI ERA ADAPTASI KEBIASAAN BARU
DI KOTA PAGARALAM
SUMATERA SELATAN**

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ABSTRACT

Indonesia has great opportunities in developing the tourism with a sustainable concept. Rizal Camping Ground is one of the attractions swich is natural tourism. Tourist is better know by tourist even during the pandemic. This research is expected to be able to become a reference and determind Rizal Camping Ground development strategy to increase tourist visits during pandemic. The qualitative methods and also used SWOT analysis. As well as techniques that use verification, reduction, presentation and triangulation.

Key word : Development, Rizal Camping Ground, Research