

**STRATEGI PENGEMBANGAN DESTINASI WISATA
BUKIT GIBEON DI KABUPATEN TOBA
SUMATERA UTARA PADA MASA
PANDEMI COVID-19**

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ABSTRACT

Toba Regency has several tourist attractions, one of which is natural tourist attractions, like Bukit Gibeon in Parsaoran Village. Gibeon Hill has several attractions that can be enjoyed, such as natural scenery, waterfall, swimming pool, and cool atmosphere.

. Research background in Gibeon Hill, Parsaoran Village, Toba Regency, North Sumatera was carried out to develop the potential of this tourist attraction. In managing the Gibeon Hill tourist attraction, it has decreased and the quality has been due to various factors, both internal and external. Data has been collected will be analyzed by SWOT analysis, so that strategic decision can be found for the development of Bukit Gibeon.

This research was conducted using qualitative methods, with data collection techniques such as observation, interview, and documentation. The data that has been collected also comes from various sources, namely: the manager of the Gibeon Hill tourist attraction, the local government, as well as the surrounding community and the visitor from Gibeon Hill.

Through this research, various efforts can be made to develop Gibeon Hill tourist attraction into a leading destination in Toba Regency and North Sumatera.

Keywords: Gibeon Hill, development, tourist attractions