PENGEMBANGAN OBJEK WISATA KIARA ARTHA PARK SEBAGAI DAYA TARIK WISATA DI BANDUNG JAWA BARAT PADA MASA PANDEMI COVID 19

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ABSTRACT

Kiara Artha Park is a tourist attraction located in Bandung, to be more precise near the center of Bandung City, West Java Province. Kiara Artha Park is one of the various tourist objects which is quite interesting to visit. At Kiara Arth Park, there are tours that are quite complete, ranging from dancing fountains, Korean villages, trams, and often held festivals that always attract the interest of visitors. This study aims to determine the development efforts and roles of managers in developing Kiara Artha Park tourism in the city of Bandung.

This study used qualitative research methods. Data collection techniques were carried out by triangulation (combined observation, interviews, documentation), data processing techniques using data reduction, data presentation, and conclusion drawing, while to analyze the data in this study using SWOT analysis.

The results showed that Kiara Artha Park tourism in terms of tourism development focused on promotion, especially during the Covid -19 pandemic. Intensive promotions are carried out by managers through social media such as Instagram, Facebook and Youtube. Not only that, to attract tourists to visit Kiara Artha Park, the manager has carried out renovations and additions. Such as the mall and apartment construction plan that will be implemented soon to add to existing facilities. The management also strives to improve the quality of human resources by providing training and collaborating with other objects.

Keywords: tourist destinations, tourism development, Kiara Artha Park.