

**DEVELOPMENT STRATEGY PHUVIEW AS LEADING TOURIST
DESTINATION BANG TAO PHUKET THAILAND**

ABSTRACT

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This research discusses strategy of the management and development of Bang Tao Village Phuvieu destination Area as the Main Attraction of Phuket Thailand. A tourist destination adapted from Bang Tao Village. Bang Tao Village Phuvieu Area located in Phuket, Thailand. The existence of Bang Tao Village has been around for a long time but the development of Bang Tao Village destination area has recently been launched. Bang Tao tourist area opens itself to tourists and is welcomed by the local community. As a community-based tourist attraction, the Agrotourism area of Bang Tao Village needs to be improved to attract visitors and improve the quality of the tourist area.

This research uses descriptive qualitative methods, data collected using observation techniques, interviews, documents, and questionnaires. Then the data is processed using SWOT analysis, interview sampling is taken from the community, visitors, and managers. Based on SWOT analysis used by this research, it can be seen how community-based tourist areas by knowing the strengths, weaknesses, opportunities, and threats

Keywords: Bang Tao Community, Destination Phuvieu, Development, SWOT