

# DAMPAK COVID-19 TERHADAP STRATEGI PENGEMBANGAN

## KEBUN RAYA KENDARI SEBAGAI OBYEK WISATA

### DI SULAWESI TENGGARA

#### ABSTRACT

*Kendari Botanical Garden is located in Nanga-nanga Village, Andonohu, Poasia District, Kendari City. Kendari Botanical Garden is one of the most potential and unique destinations in Southeast Sulawesi. This research was conducted by conducting qualitative research by collecting data through observation, interviews, documentation and secondary data sources with the aim of knowing how the influence of the internal and external environment of the Kendari Botanical Garden and development strategies during the Covid-19 Pandemic.*

*The weakness factors occur in human resources that are still lacking, inadequate infrastructure, limited funds, and promotional efforts that have been made have not been maximal. External factors that become a threat are competitiveness in tourism. Short-term development strategy for Kendari Botanical Garden: Increasing human resources. Medium term: Increasing infrastructure, increasing tourism human resources, promotion, government cooperation. Meanwhile, in the long term: Improved infrastructure, improved management, strengthened commitment.*

**Key words:** *development strategy, nature tourism, conservation, botanical garden.*

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