

**PENGEMBANGAN WISATA ALAM PUNCAK ULU KASOK SEBAGAI
DAYA TARIK WISATA DI KABUPATEN KAMPAR PROVINSI RIAU
DALAM ERA ADAPTASI KEBIASAAN BARU**

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ABSTRACT

Puncak Ulu Kasok is a tourist attraction located in Kampar Regency which offers natural beauty like in Raja Ampat. Management is still carried out privately. The purpose of this research is to identify the tourism potential of Puncak Ulu Kasok to be developed, to find out the role of the community, government, and also the strategies used in the development of Puncak Ulu Kasok as a tourist attraction in the era of adaptation to new habits. This type of research is qualitative, and the methods used in this study are interviews, observation, and documentation. The technique used is to use a SWOT analysis based on the strengths, weaknesses, opportunities, and threats that exist in Puncak Ulu Kasok. The result of this research is the utilization of good potential and supported by the role of managers, the community, and the government is needed in developing Puncak Ulu Kasok to compete with other tourism in the era of new habit adaptation.

Keywords: Puncak Ulu Kasok, Development, Adaptation to new habits