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Home > Vol 66 (2024) > Dewi

- Home
- Search
- Current Issue
- Back Issues
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- Full List of Journals
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THE ROLE OF UMKM IN INCREASING TOURIST VISITS AT THE SITU CIPONDOK TOURISM DESTINATION, TANGERANG CITY, BANTEN PROVINCE, INDONESIA

Triana Rosalina Dewi, Alda Chairani, Pricilia Johani Sakti

Abstract

This research aims to determine the role of Micro, Small, and Medium Enterprises (MSMEs) in increasing tourist visits to the Situ Cipondok destination, Tangerang City, Banten Province, Indonesia. Even though Situ Cipondok has great tourism potential, tourist visits must be more optimal. This research fills the knowledge gap by analyzing the roles and strategies that MSMEs can use to support tourism development in Situ Cipondok. A qualitative approach was used in this research, involving interviews, direct observation, and analysis of related documents. The research results show that MSMEs are essential in improving infrastructure, facilities, promotion, and tourism services around Situ Cipondok. The active participation of MSMEs in infrastructure development has increased the accessibility and quality of the tourist environment. Also, through creative promotions and collaboration with travel agents, MSMEs have increased tourist awareness and interest in Situ Cipondok. This research also highlights the importance of empowering MSMEs to develop sustainable tourism. By strengthening sustainable business models and building awareness about sustainable tourism practices, MSMEs can become agents of change that support environmental sustainability and social welfare. Local governments and related stakeholders need to implement policies and programs that support the development of MSMEs in the tourism sector. MSMEs can be the main driving force for tourism transformation, creating positive economic and social impacts for local communities and enriching the experience of visiting tourists.

Keywords: Role of MSMEs, Infrastructure Development, Promotion, Empowerment, Welfare

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	<p>Tgl terbang: 19-09-20...</p> <p>Jakarta → Yogyakarta</p> <p>Mulai Rp791.949</p> <p>Lihat</p>	<p>Tgl terbang: 21-09-20...</p> <p>Jakarta → Yogyakarta</p> <p>Mulai Rp725.723</p> <p>Lihat</p>	<p>Tgl terbang: 29-08-20...</p> <p>Yogyakarta → Jakarta</p> <p>Mulai Rp799.219</p> <p>Lihat</p>	<p>Tgl terbang: 29-08-20...</p> <p>Bintan → Tanjung Pinang</p> <p>Mulai Rp799.219</p> <p>Lihat</p>

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