

ABSTRACT

History and culture are inherited from the ancestors of the nation that need to be preserved. The Malino tourist area has historical and cultural tourism potential, namely Butta Toa Bulutana and Samadi Ratna Miriam Institution. Management that has not maximized makes the tourism potential unknown to tourism circles. In this connection, the need for strategic analysis can be used in developing tourism potential and history and culture in Malino, so that there are several objectives in this study, namely to evaluate strategies that can be used in the development of historical and cultural tours in Malino. The research method used in this study is a qualitative method using the TOWS analysis approach (Threats, Opportunities, Weakness, Strength). The results of this study indicate that the application of management to historical and cultural tourism in Malino is still lacking. Therefore, the strategies used in developing historical and cultural tourism in Malino are: introducing historical and cultural heritage in the 'Beautiful Malino' event, making historical stories and stories an attraction, using social media as a medium to introduce history, and making souvenirs (handicrafts such as key chains or other souvenir) that represent traditional villages with souvenirs sold on natural attractions in the tourist area of Malino.

Keywords: Tourism, History and Culture, Malino.