

ABSTRACT

PLANNING STRATEGY FOR PROMOTION OF TOURISM DESTINATIONS IN HARAU VALLEY

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Nature tourism is a type of tourism that is starting to be in demand at this time, the destinations that are usually chosen include mountains, beaches, and lakes. Nature tourism is also one of the sectors that provide the largest income for the region and the country. One of the natural destinations in Indonesia is the Harau Valley Region which is located in Lima Puluh Kota district, West Sumatra province, there are cliffs as high as 100 to 500 meters aged 30-40 million years which are very suitable for visitors who like extreme sports, contemporary photo spots, exploring areas, and camping.

The occurrence of a decrease and not achieving the number of visitors is one of the factors behind this research. According to data obtained in 2019 there was a decline and not achieving the target number of visitors who came to this destination, domestic tourists who visited amounted to 371,581 tourists from the targeted 420,000 tourists, and for foreign tourists to 2,894 tourists from the targeted 4,200 foreign tourists. In this study, the authors used qualitative research methods and the data obtained by the authors were obtained from observations and interviews with Nopi Rita S.S as the Head of Promotion and Tourism of the Youth and Sports Tourism Office Lima Puluh Kota district as the manager of the Harau Valley Area. By doing this research, it produces strategies and promotional media that are expected to raise awareness of the people of West Sumatra towards this destination.

Keywords: Nature Tourism, Decrease in Visitors, Promotion