

ABSTRACT

This study discusses the tourism development strategy of Moraya Fort Tondano in North Sulawesi, with a focus on local community participation. Tourism in Indonesia, including North Sulawesi, has great potential to improve the economy and welfare of the community thanks to its natural beauty and rich history and culture. However, there is an imbalance in the distribution of benefits between the government, managers, and local communities. By actively involving local communities in the management and development of tourist destinations, it is hoped that their welfare will increase and ensure tourism sustainability. This research uses qualitative methods and descriptive approaches, identifying community participation in the form of money, skills, energy, and social participation. The SWOT analysis was used to formulate a development strategy based on local community participation, which included strengthening facilities, cultural promotion, and collaboration with the government to harness the historical and cultural potential of Fort Moraya.

Keywords: Development Strategy, Moraya Fort, Participation, Local Community.

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ABSTRAK

Penelitian ini membahas strategi pengembangan pariwisata Benteng Moraya Tondano di Sulawesi Utara, dengan fokus pada partisipasi masyarakat lokal. Pariwisata di Indonesia, termasuk Sulawesi Utara, memiliki potensi besar untuk meningkatkan ekonomi dan kesejahteraan masyarakat berkat keindahan alam dan kekayaan sejarah dan budaya. Namun, terdapat ketimpangan distribusi manfaat antara pemerintah, pengelola, dan masyarakat lokal. Dengan melibatkan masyarakat lokal secara aktif dalam pengelolaan dan pengembangan destinasi wisata, diharapkan kesejahteraan mereka meningkat serta memastikan keberlanjutan pariwisata. Penelitian ini menggunakan metode kualitatif dan pendekatan deskriptif, mengidentifikasi partisipasi masyarakat dalam bentuk partisipasi uang, keterampilan, tenaga, dan sosial. Analisis SWOT digunakan untuk merumuskan strategi pengembangan berbasis partisipasi masyarakat lokal, yang mencakup penguatan fasilitas, promosi budaya, serta kolaborasi dengan pemerintah untuk memanfaatkan potensi sejarah dan budaya Benteng Moraya.

Kata kunci: Strategi Pengembangan, Benteng Moraya, Partisipasi, Masyarakat Lokal.

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