

**STRATEGI PENGEMBANGAN PARIWISATA
BERKELANJUTAN BERBASIS MASYARAKAT (*COMMUNITY
BASED TOURISM*) DI KAWASAN PULAU BOKORI,
KABUPATEN KONAWE**

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INTISARI

Pulau Bokori merupakan salah satu destinasi wisata yang letak lokasi administrasinya di Kecamatan Soropia, Kabupaten Konawe. Pulau Bokori awalnya huni masyarakat Bajo dengan mata pencaharian utama sebagai nelayan. Namun, karena Pulau itu sering mengalami abrasi, sehingga dialih fungsikan menjadi kawasan pariwisata

Penelitian ini bertujuan untuk mengetahui pengembangan pariwisata berkelanjutan berbasis masyarakat di kawasan Pulau Pokori. mengetahui apa saja faktor pendukung dan penghambat pengembangan pariwisata berkelanjutan di kawasan Pulau Bokori serta membuat rumusan strategi pengembangan pariwisata berkelanjutan berbasis masyarakat. Penelitian ini dilakukan di Pulau Bokori, di Desa Bajoe, Kecamatan Soropia Kabupate Konawe. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data yaitu wawancara mendalam dengan Kepala Desa, Pengelola, Masyarakat, Pengunjung wisata, dan Pengelola dermaga penyebrangan, kemudian dianalisis menggunakan analisis SWOT.

Hasil penelitian dapat disimpulkan bahwa pengembangan Pulau Bokori secara umum sudah menerapkan konsep pengembangan pariwisata berbasis masyarakat, faktor pendukung dalam pengembangan pariwisata Pulau Bokori antara lain: kondisi alam yang masih terjaga, peran aktif masyarakat dan kemudahan aksesibilitas dan faktor penghambatnya yaitu dampak pembangunan jalan, Pokdarwis Pulau Bokori tidak sesuai fungsinya, dan SDM yang kurang terlatih, Hasil analisis SWOT menunjukkan bahwa hasil interpolasi garis diagonal dan perhitungan luas masing-masing kuadran membuktikan bahwa posisi analisis SWOT atas Pulau Bokori terletak di posisi yang baik yaitu kuadran I yang dimana prioritas strategi adalah pengembangan daya tarik wisata, pengembangan SDM dan pengembangan infrastruktur. Sehingga dapat diterapkan Strategi SO.

Kata kunci : pariwisata, strategi, partisipasi masyarakat. pariwisata berkelanjutan

COMMUNITY-BASED TOURISM DEVELOPMENT STRATEGY IN BOKORI ISLAND AREA, KONAWE REGENCY

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ABSTRACT

Bokori Island is one of the tourist destinations located in Soropia District, Konawe Regency. Bokori Island was originally inhabited by the Bajo community with the main livelihood as fishermen. However, because the island often experiences abrasion, so it is converted into a tourism area

This study aims to determine the development of community-based sustainable tourism in the Bokori Island area. Knowing what are the supporting factors and obstacles to the development of sustainable tourism in the Bokori island area and formulate a community-based sustainable tourism development strategy. This research was conducted on Bokori Island, in Bajoe Village, Soropia District, Konawe Regency. This research uses qualitative methods with data collection techniques, namely in-depth interviews with Village Heads, managers, communities, tourist visitors, and managers of crossing docks, then analyzed using SWOT analysis.

The results of the study can be concluded that the development of Bokori Island in general has applied the concept of community-based tourism development, supporting factors in the development of Bokori Island tourism include: natural conditions that are still maintained, the active role of the community and the ease of access and its inhibiting factors, namely the impact of road construction, bokori island Pokdarwis are not in accordance with their functions, and poorly trained human resources, the results of the SWOT analysis show that the results of line interpolation show that the results of line interpolation the diagonal and area calculation of each quadrant proves that the position of the SWOT analysis of Bokori Island is located in a good position, namely quadrant I where the strategic priorities are the development of tourist Attractions, human resources development and infrastructure development. So that the SO Strategy can be applied..

Keywords : tourism, strategy, community participation. sustainable tourism