Interpretasi sebagai Strategi Perencanaan Pengelolaan Pengunjung di Sebuah Destinasi Wisata

Studi Kasus : Desa Wisata Bejalen, Kecamatan Ambarawa, Kabupaten Semarang

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The Use of Interpretation as Visitor Management Planning Strategy Interpretation

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Abstract

Bejalen tourism village is one of tourism village in Semarang Regency that have many potential to visit by tourist from domestic and international. As a tourism destination need a good planning and management that can make the tourism activity sustainable. There are deficiency from that planning and management. Many planning and management that can to be expect. This study aim to know about what management especially for tourist that have done to do and the result can be some planning management strategy books about tourist or visitor management. Using qualitative method. The result can be visitor management tourism planning strategy using interpretation of tourism destination that can be expect in Bejalen tourism village for increasing visitors experiences. Visitor management can be a tools for organize and manage the tourists that can give impact like increase the visitors experiences.

Keywords : planning strategy, visitor management, interpretation, tourism village