

ABSTRACT

The development of each tourist attraction is one of the things that must always be considered and implemented because the development of a tourist attraction determines how the tourism object will go forward. Faith tourism park is one of the tourist objects that have potential that needs to be developed. This is because the uniqueness of the faith tourism park itself is very different from pine forests in general. The existence of houses of worship for 5 religions in Indonesia makes faith tourism parks a place of worship or just recreation for tourists. Each building in the faith tourism park has its meaning. As for the Islamic religion, a replica of the Kaaba is provided for residents to perform Hajj rituals. A large statue of Adam and Eve to remind the beginning of human life on earth. Activities that can be carried out in addition to worshiping in a faith tourism park include camping, outbound activities, children's playgrounds, and also shopping for souvenirs from faith tourism parks. Faith tourism parks also often hold events that support the development of their tourism, such as charity events to clean up parks in pine forest areas, Saturday-Sunday camps for scouts, and many more. This study aims to analyze and become material to support the development aspects of the tourist attraction of Taman Wisata Iman Sitinjo. This study uses a qualitative method to describe narratively the implementation activities and the impact of their implementation. Data collection techniques with observation, interviews, and documentation. Methods of data analysis with data reduction, data presentation, and triangulation. The results showed that the role of the community and government for the development of tourism objects in Taman Wisata Iman Sitinjo is very influential. This is evidenced by interviews with managers and staff of the Dairi district tourism office. The development, which is still relatively insignificant from year to year, makes visitors easily bored and reluctant to visit for the umpteenth time. The number of supporting facilities that are not paid attention to also makes visitors give a less rating for the Iman Tourism Park reviews on personal websites and blogs, which results in reduced tourist interest. In the future, the authors hope that both the management and the government will pay more attention to the tourism object of the Iman Tourism Park by adding other tourist attractions so that tourists do not get bored easily and also pay attention to supporting facilities to be repaired or may be renewed.

Keywords: strategy, Tourism object development, religion, faith Tourism Park