

ABSTRACT

Binar Alam View in Garut Regency is a man-made tourist destination that combines natural ambiance with recreational facilities such as swimming pools, photo spots, villas, gazebos, and children's play areas. This research seeks to examine how the management of these man-made attractions is carried out and to explore both the supporting and constraining factors. The study applies a descriptive qualitative approach through observation, interviews, and documentation, while the data are analyzed using the Miles, Huberman, and Saldaña framework.. Interviews were conducted with the main manager, two operational staff members, and five visitors to obtain a comprehensive overview. The findings indicate that the management of the main facilities operates, although maintenance and innovation remain limited; promotion relies on social media without a 'dedicated team; human resources are limited and lack formal task distribution; and funding is entirely sourced from family capital. Supporting factors include the natural atmosphere, managerial creativity, affordable ticket prices, and service flexibility, while inhibiting factors include the lack of strategic planning, limited funding, and suboptimal promotion. The study recommends improving professional management, enhancing facilities, and implementing broader promotional strategies to ensure the sustainability of the destination.

Keywords: Management, Man-Made Tourist Attraction, Tourist Facilities, Promotion, Binar Alam View, Garut.