

Nocturnal Tourism: An Alternative Strategy In Promoting Lake Limboto

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Abstract. This study aims to examine the role of nocturnal tourism as an alternative strategy in promoting Lake Limboto in Gorontalo. Nocturnal tourism refers to tourism activities conducted at night, such as culinary experiences, traditional art performances, night photography, and relaxing by the lakeside. A qualitative descriptive method was used, involving interviews, field observations, and photo elicitation with local, domestic, and international tourists, as well as community members. The results show that the nighttime atmosphere of Lake Limboto offers a unique charm distinct from daytime visits. Tourists are attracted to the peaceful ambiance, street vendors offering freshly captured fishes and cultural experiences available at night. However, development is hindered by limited lighting, security concerns, and the absence of structured night programs. Despite these challenges, the local community shows strong enthusiasm to be involved in managing nocturnal activities. With proper infrastructure and promotion, nocturnal tourism has strong potential to become a sustainable strategy for enhancing Lake Limboto's appeal as a leading tourist destination.

Keywords: Nocturnal tourism, Lake Limboto, Alternative tourism, Night economy, Community involvement