ABSTRACT

LUTFI FADLI. "STUDY OF URBAN TOURISM DESTINATION DEVELOPMENT IN JAKARTA"

CASE STUDY : RAWA BELONG REGION

Number of pages roman numerals x+69pages+28 images+5 tables+ 2 grafics+3 diagrams

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Local potential Rawa Belong region in urban farming sector is characterized by the existence of ornamental plants cultivation and the Flower Market as a place of promotion and trade of flower and flower accessories nationwide scale. The other potential is still the effort to preserve local cultural arts that is regular practice of Betawi culture art such as silat cingkrik, art of palang pintu, dance yapong, ketimpring, etc. Which can be found in Sanggar Si Pitung. Betawi culinary potency good in the form of staple food like nasi uduk and laksa; and snack like asinan, dodol, and kue dongkal is culinary typical Betawi Rawa Belong. These potentials can be developed as a tourism potential.

The potential of tourism in Rawa Belong is identified according to Wilkinson (1994) consisting of elements of physical resources (Flower Market), cultural resources (silat cingkrik, seni palang pintu, yapong dance, and ketimpring) and human resources (community, government and employers). The elements are combined and selected to be the most important element and can support the development of tourism coupled with other factors to become a tourism product as a material development of urban tourism destinations Rawa Belong Region. Tourism products are defined as any product that aims to attract tourist arrivals (Middleton, 1989).

The tourism products are part of the development element of urban tourism destinations that include the development of tourist attraction, tourism facilities, public facilities, accessibility, and society (Hermantoro, 2016). Tourism products Rawa Belong region can be developed into an urban tourism destination with the completeness of other supporting factors.

Keywords: tourism potential, tourism product, tourism destination, Rawa Belong region.