ARRANGEMENT STRATEGY OF TOURISM SPOTS AND THEIR PEDESTRIAN ROUTE CONNECTING IN MANADO CITY CENTER AREA

Student’s name : Petra Christian
Student identity number : 32 08 203 001
Supervisor : Prof. Ir. Endang Titi Sunarti D. M. Arch, Ph.D
Co- Supervisor : DR.Ing. Ir. Haryo Sulistyarso

ABSTRACT

Manado City Centre as a region other than trade and service center has several tourist spots with the potential to be developed for tourism function. Apart from serving tourism (tourist attraction) as the contents are being sold, the attraction of the packaging will have an influence in attracting buyers. The quality of the physical elements of a tourism spot with its characteristics, is one such representation of packaging terms.

Related to this, there are two problems on the quality of the physical elements of tourism spots in the central city of Manado, namely: the physical character of each tourist spot that has not been strong enough to support its role as the object point of interest, or that ‘appeals’. Furthermore, on the feasibility of walkability or pedestrian path as an element of linkage, not enough to support the movement relationship (linkage of movement) as a course of serving tourist enjoyment.

Through positivistic qualitative research that seeks to explore, describe and prescript, is expected to answer those problems. The study will use the approach to the identification of analytical method-evaluation and analysis techniques supported by character appraisal analysis and walkability analysis. The second technique, the well will become a ‘bridge’ in the formulation of strategies using the SWOT approach.

With the formulation of arrangement strategies derived from this research, will be able to provide input to amelioration / strengthen character of tourism spots and walkability level of pedestrian way connecting. In addition, the results of research in the form of the formulation of this strategy can become a comprehensive foundation for further study a more technical and detailed. For example for the preparation of urban design guidelines, RTR (RTBL), a guide to conservation and the like; It is for every tourism spot in particular and the region in general center of Manado. Besides, the results of this research could also be the input for the preparation of the package or tour in urban tourism.

Keywords: Tourism, Arrangement, Tourism Spot, Pedestrian Way, Manado