DEVELOPMENT OF CULTURAL TOURISM AREA IN KAMPUNG LAMA BUBUTAN SURABAYA

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Abstract

As one of the oldest cities in Indonesia, Surabaya has a lot of cultural heritages which are so potential to be improved as cultural tourism. Nevertheless the various potencies of cultural tourism of Surabaya city have not been fully utilized, especially in the historical and cultural area in the North and Central Surabaya. Therefore, it is needed a study/research to determine the most potential historical and cultural regions in Surabaya City which is potentially developed as the cultural tourism area and the way how to direct its development which is to be the purpose of this research.

In this study/research is used various theoretical review related to tourism, cultural tourism and also regional tourism development. To achieve the research objective is carried out four stages of analysis that identifies the determinant factor of cultural tourism region by using descriptive analysis, assessment of the most potentially historical and cultural area to be developed as a cultural tourism area by using Likert scale scoring, the criteria formulation for developing cultural tourism area by using Delphi technique and directional...
formulation development by using the triangulation analysis.

Based on the research result is known that the area which is valued as the most potentially developed as cultural tourism area in Surabaya City is the kampung lama bubutan area. Then The direction to develop the cultural tourism area consists of the development of macro and micro cultural attractiveness, both historical buildings and unique local culture, the provision of tourism facilities that match the needs of the local character of the area, the community participation in tourism development, the improvement of investment opportunity, the improvement of reforestation, the conservation area as a heritage area, the formulation of constructive policy and the classifying area into some developing zones.

**Keywords:** Cultural tourism area, the development criteria, the local culture, artefact