TOURISM INFORMATION SYSTEM
DEVELOPMENT BASE BY WEB GIS AND ANALYSIS
OF THE POTENTIAL TOURISM
IN DISTRICT PACITAN

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Abstract
Pacitan have ample opportunities to be developed into prospective tourism industry that can compete with tourism in other areas. These include the tourism potential of coastal tourism, cultural tourism / religious, recreational and tourist travel industry. One of the publication and promotion of tourism Pacitan via internet, but the information contained in such web is not maximum because of the lack of presentation of Geographic Information Systems (GIS) on the tourism potential in pacitan. It is therefore necessary to manufacture the SIG Pacitan tourism potential in WEB, so that tourism can make Pacitan widely known and much visited by tourists Indonesia as well foreign tourist.

In this study, spatial data used is RBI Pacitan map scale 1:25.000 in 1999 as many 17sheets, Geo Eye satellite imagery Pacitan obtained from Google Earth and non spatial data in the form of tabular data of attraction Pacitan, traffic data tourist, as well as road condition. From the data will be processed into GIS will be integrated into WEB, then
conducted SWOT analysis (Strength, Weakness, Opportunity and Threat) the potential of tourism in Pacitan.

The result of this study is the tourism potential of GIS application based on WEB GIS Pacitan districts that have been integrated well. In addition, the result of the analysis can be known or potential rate tourist attraction is based on factors, so it is expected to be a basic model for the government Pacitan to improve facilities and infrastructure and the development of tourism infrastructure.

Keywords: WEB GIS, Pacitan Tourism Potential