DEVELOPMENT OF BADUR BEACH TOURISM AREA IN BATUPUTIH DISTRICT SUMENEP REGENCY

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Abstract

Badur beach tourism area is one of areas with good tourism potency in sumenep regency which is located in batuputih district of north sumenep. Unfortunately, the development of badur beach has not been optimally done, so that there are still a lot of other tourism areas within the beach that have not been explored and developed. This condition means that there is no connection among those tourism areas and there is no concept of tourism travel experience. That is why based on it, this research is needed. The first step of the research is to identify the tourism potencies. After that, the next step is to find the linkage of the tourism potencies and find the development factors. The goal of this research is to develop the badur beach tourism area.

The method used in this research is descriptive analysis. Descriptive qualitative analysis is also used to find the development factors of tourism area. Delphi analysis is used to strengthen the factors, while at last the triangulation analysis is used to determine the right development strategies of badur beach tourism area.

Based on the result of the research, the badur beach tourism area has good tourism potencies which are natural tourism, religious tourism, traditional tourism such as Ojung culture, sapi sonok, saronen art, and also home industry (producing cassava crackers). Meanwhile the strategies are based on macro and micro strategies. The macro strategies consist of strategies to increase tourism attractiveness that spread throughout the area to form good linkage, good infrastructure, good accessibility, people’s participation, policies, and also
chance to invest with no purpose of erasing the local culture. The tourism zones development of badur beach area are also determined.

**Keywords:** Development, Beach Tourism, Tourism Zone