DEVELOPMENT OF CULTURAL TOURISM AREA IN SUMENEP REGENCY

Name : Feru Sukaryono
NRP : 36008100026
Departement : Urban and Regional Planning Faculty of Civil Engineering and Planning ITS
Advisor : Dr. Ir. Rimadewi Suprihardjo, MIP

Abstract

Sumenep is one of regencies in Madura Island with many histories and cultures. One of the examples is Majapahit Kingdom as the original carrier of Islam in the island. Madura is a really potential island to develop cultural tourism which can giving more value for the community. Unfortunately, these potencies have not been explored and developed well. This research is done to develop the potencies in Sumenep Regency. The steps taken in the research are determining historical and cultural tourism area with highest potency to be developed as cultural tourism area and creating development strategies of the chosen area in sumenep regency. The goal of the research is to create development strategies in cultural tourism area in Sumenep regency.

The methods used in this research are: descriptive analysis to map the potencies and characteristics of the historical areas; scoring technique to determine the highest potency of cultural and historical areas to be developed; descriptive analysis to decide factors that affect the decline of cultural tourism; Delphi analysis to formulate tourism development criteria; and triangulation analysis to finally find the development strategies in the chosen area.

The Alun - Alun of Sumenep regency is a chosen historical and cultural area with the highest potency to be developed as a cultural area in Sumenep regency. The strategies to develop the area consist of macro spatial and non-spatial and micro spatial and non-spatial. Those strategies are related to
buildings and local culture, traditional transportation, people participation, infestation chance, the nature of buildings, and the supported policies. The strategies are also related to the effort of controlling the cultural tourism decline, which is the changing of land use function, and related to shape and mass of the buildings in tourism area.

**Key words:** culture potencies, culture tourism, developing area