INTEGRATED TOURISM DEVELOPMENT AREAS OF KENJERAN SURABAYA

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Abstract

Kenjeran tourism area has a variety of objects and potential tourism attraction that has been not yet developed, such as Watu-Watu beach, Kenjeran beach, and marine processed products of local communities. The objects and potential tourism attraction is located adjacent to each others in Kenjeran coastal area. In order to become more optimal, it has to necessary combine and integrate a number of objects and potential tourism attractions in the region.

This research aims to formulate the directives of Kenjeran integrated tourism development by identifying a number of factors and criteria of Kenjeran tourism development. Analysis was conducted by using the Descriptive Analysis and Qualitative Delphi Method to obtain consensus development factors. Analysis was continued to search criteria using the Theoretical Descriptive analysis. The last stage of this research is to formulate the directives of the development using Theoretical Descriptive analysis and Triangulation approach.

The final results of this research obtain 12 directives of Kenjeran integrated tourism development, including the integration of accessibility is supported by a provision of internal and external tourism route which is directed through the water's edge and the coastal road, and the provision of internal travel modes in Kenjeran areas. Increase in Kenjeran tourism areas can also be done by the provision of public space at the coastal of Sukolilo and Tambak Deres village, as well as green procurement.
program in coastal border and internal access corridor fisher village. Expected the directives can improve and develop potential tourism of Kenjeran as an integrated marine tourism area in Surabaya.

*Key Words: Tourism Business District (TBD), Integrated Tourism, Kenjeran Tourism*