

ABSTRACT

ANDHI SETO PRASETYO

“PENGEMBANGAN KOTA LAMA TANGERANG
SEBAGAI DESTINASI WISATA PUSAKA”

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The old town of Tangerang has a heritage of historical buildings and several buildings that were designated as cultural conservation. Similarly, tradition and local culture influenced by natives and chinese ethnic still preserved till today. So the old town of Tangerang can be potential to develop as a heritage tourism destination. The rapid development of Tangerang city causes historic buildings go through changes form and function, environmental degradation and destruction. Furthermore, Tangerang City Government does not have heritage legislation. This condition causes the old town of Tangerang losing its historical values. The purpose of this study is to identify cultural and architectural heritage of the old town of Tangerang which potentially can be developed as a tourist attraction heritage, identify processes and policies related to sustainable urban tourism. The approach adopted in this research is paradigm on an inductive approach and methodology used in this research is descriptive qualitative method. The results showed the old town of Tangerang have tangible cultural heritage, intangible cultural heritage and natural heritage that has a potential to be developed as a tourist attraction heritage. Heritage tourism development in the old town of Tangerang will provide benefits for the economy, socio-cultural and environmental. However, the development of heritage tourism in the old town of Tangerang can provide a threat in economic, social, cultural and environmental. The basic concept of development in the old town of Tangerang as a heritage tourism destination will apply three parameters of sustainable tourism, including economic sustainability, socio-cultural sustainability and environmental sustainability. Whereas, the main concept is to develop and unite the urban elements into a formula of tourist town planning policy, so that it can stimulate the urban economy and attract tourists to come to the old city of Tangerang.

(Keywords : Old town, heritage, urban heritage tourism, sustainable tourism)