

## ABSTRACT

**FERIKO SITEPU.** “ URBAN TOURIST DESTINATION DEVELOPMENT STUDY IN JAKARTA .” Case Study: THE KEBON KACANG DISTRICT

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Adviser: 1. Dr.-Ing. Suryadi Santoso  
2. Wita Simatupang, ST., M.Sc.

Various efforts are needed to encourage Indonesia's tourism development to become a strategic sector and pillar of national economic development—including the achievement of predetermined tourist visit targets. One of the efforts is by developing tourism destinations that are internationally competitive, environmentally and culturally insightful in increasing national income, regions and realizing independent community.

In line with the previous effort, the development of urban tourism destination is one of the interesting choices to be considered. Having its tourism destination components been relatively advanced, the development effort is belief to be minimum—resulting in an optimal development.

The aim of this study is limited to the identification of the factors that influence the development of the Kebon Kacang district as an urban tourism destination. For this reason, it is necessary to identify the elements that are owned and needed by the district and the potential of the tourism market for the development of the Kebon Kacang district. Furthermore, this study also tries to formulate the conceptual development of the district as an urban tourism destination as well as the steps to anticipate problems that might arise.

The results showed that the potensial for stakeholder integration was very low and scattered, so the proposed development began with the tourist placing, namely integrating supporting stakeholders in a particular location, near the Melati Reservoir.

**Keywords** : Urban Tourism, Urban Tourism Destinations, Tourism Markets, Shopping Tourism, Urban Tourism Destination Development Elements.