

ABSTRAK

Kawasan Wisata Sentra Industri Gerabah Kasongan saat ini telah termuat dalam berbagai dokumen peraturan daerah seperti RTRW, RPJP, RPJMD, RDTR, RTBL, dan RIPPADA Kabupaten Bantul. Hal tersebut membuat Kasongan memiliki beberapa julukan seperti desa wisata, destinasi wisata budaya, sentra kerajinan gerabah, kawasan industri kecil, dan kawasan strategis sosio-kultural. Julukan-julukan tersebut sangat berdampak pada *image*, karakter, identitas, dan espektasi berbagai *stakeholder* terhadap Kasongan. Hal lain yang perlu diperhatikan adalah kelengkapan sarana prasarana wisata di Kasongan serta optimalisasi potensi kawasan disertai dengan penyelesaian berbagai masalah yang ada.

Kasongan memerlukan dokumen *masterplan* pengembangan untuk menjaga identitas dan karakter yang tersemat padanya hingga kemudian hari. *Masterplan* juga menjadi dokumen kolaboratif yang memperhatikan berbagai teori perencanaan serta mengakomodasi espektasi berbagai *stakeholder* seperti pemerintah, pengunjung wisata, dan masyarakat itu sendiri. Dengan dikembangkannya *masterplan* bertema *Educo-Cultural Tourism* dalam jangka waktu lima tahun (2022 – 2026) maka semua potensi yang Kasongan miliki dapat segera dikembangkan secara optimal.

Kata Kunci: Desa Wisata, Eko-Kultural, Gerabah Kasongan, Pariwisata Budaya, Pariwisata Kreatif

ABSTRACT

The Kasongan Pottery Industrial Center Tourism Area has been included in various regional regulatory documents such as RTRW, RPJP, RPJMD, RDTR, RTBL, and RIPPANDA of Bantul Regency. This has made Kasongan have several nicknames such as a tourist village, a cultural tourism destination, a pottery craft center, a small industrial area, and a socio-cultural strategic area. These nicknames have a profound impact on the image, character, identity, and expectations of various stakeholders towards Kasongan. Another thing that needs to be considered is the completeness of the tourist infrastructure in Kasongan and the optimization of the potential of the area along with the resolution of various existing problems.

Kasongan requires a development master plan document to maintain the identity and character embedded in it until a later date. The Master Plan is also a collaborative document that considers various planning theories and accommodates the expectations of various stakeholders such as government, tourist visitors, and the community itself. With the development of a master plan with the theme of Educo-Cultural Tourism within five years (2022 - 2026), all of Kasongan's potential can be optimally developed.

Keywords: *Creative Tourism, Cultural Tourism, Eco-Culture, Kasongan Pottery, Tourism Village*