

ABSTRAK

Berdasarkan dokumen RTRW Kabupaten Mojokerto tahun 2012-2032, kawasan wisata Pacet dan Trawas merupakan merupakan kawasan strategis daya dukung lingkungan hidup berupa kawasan wisata alam. Dua kawasan wisata tersebut memiliki potensi pariwisata sangat baik dengan didukung puluhan daya tarik wisata. Berdasarkan dokumen analisis pasar pariwisata Kabupaten Mojokerto tahun 2021 terdapat sembilan desa di Kecamatan Trawas serta lima desa di kecamatan Pacet yang berpotensi untuk dikembangkan sebagai desa wisata. Hal tersebut menunjukkan bahwa kawasan wisata Pacet dan Trawas memiliki potensi pariwisata yang sangat besar.

Kendati demikian, integrasi pembangunan kepariwisataan di kawasan wisata Pacet dan Trawas masih rendah yang ditunjukkan oleh masalah seperti akses yang sulit pada beberapa daya tarik wisata, lemahnya pengembangan pada beberapa daya tarik wisata dan kesenjangan pengelolaan daya tarik wisata. Oleh karena itu diperlukan rencana untuk mengintegrasikan daya tarik wisata di kawasan wisata Pacet dan Trawas guna mengoptimalkan potensi dan menyelesaikan permasalahan di kawasan tersebut.

Perencanaan integrasi wisata kawasan wisata Pacet dan Trawas menggunakan konsep klaster. Direncanakan tujuh klaster pariwisata untuk mengintegrasikan kawasan wisata Pacet dan Trawas. Pembentukan klaster tersebut berdasarkan pada faktor kedekatan antar daya tarik wisata, kesamaan karakter daya tarik wisata, ketersediaan sarana pariwisata, dan ketersediaan aksesibilitas pariwisata. Rencana integrasi daya tarik wisata kawasan wisata Pacet dan Trawas terdiri dari rencana spasial dan non spasial yang meliputi elemen zonasi, aksesibilitas, amenitas, kelembagaan, serta promosi dan informasi.

Kata kunci : Daya Tarik Wisata, Integrasi, Klaster, Perencanaan

ABSTRACT

Based on the 2012-2032 Mojokerto Regency Spatial Planning document, the Pacet and Trawas tourist areas are designated to be strategic environmentally sensitive areas with a development focus as nature-based tourism areas. The aforementioned tourist areas have excellent tourism potential supported by dozens of tourist attractions. Based on the tourism market analysis document for Mojokerto Regency in 2021, there are nine villages in Trawas District and five villages in Pacet District that have the potential to be developed as tourist villages. This shows that the Pacet and Trawas tourist areas have enormous tourism potential.

Nevertheless, the integration of tourism development in the Pacet and Trawas tourist areas is still weak due to problems such as difficult access to several tourist attractions, low development of several tourist attractions and wasteful management of tourist attractions. Therefore, a plan is needed to integrate tourist attractions in the Pacet and Trawas tourist areas in order to optimize the potential and solve problems in the area.

Planning for tourism integration in the Pacet and Trawas tourism areas uses the cluster concept. Seven tourism clusters are planned to integrate the Pacet and Trawas tourist areas. The formation of these clusters is based on the closeness factor between tourist attractions, the similarity of the characteristics of tourist attractions, the availability of tourism facilities, and the availability of tourism accessibility. The plan for integrating tourist attractions in the Pacet and Trawas tourist areas consists of spatial and non-spatial plans which include zoning, accessibility, amenity, institutional, as well as promotion and information elements

Keywords : *Cluster, Integration, Planning, Tourist Attraction*