

INTISARI

Taichung terletak di pusat Taiwan dan merupakan kota terbesar kedua yang ada di Taiwan. Taichung memiliki peran penting dalam pembangunan ekonomi dan sistem transportasi di Taiwan. Dikelilingi oleh pegunungan dan laut, Taichung memiliki 29 distrik administratif yang kaya dengan budaya dan alam, yang merupakan hasil perpaduan dari budaya Dinasti Ming dan Qing serta pengaruh masa penjajahan Jepang. Taichung memiliki potensi yang besar untuk dikembangkan sebagai destinasi *urban tourism*. Akan tetapi, minimnya informasi terkait paket wisata *urban tourism* di Taichung, membuat wisatawan yang berkunjung ke Taichung cenderung merencanakan wisatanya sendiri dan hanya mengunjungi tempat-tempat populer saja. Dengan demikian, penelitian proyek akhir ini melakukan perancangan paket wisata *urban tourism* berbasis budaya dan sejarah di tiga distrik berbeda yang ada di Taichung, yakni di Wufeng District, Xitun District, dan Central District. Tujuan dari penelitian ini adalah mengidentifikasi atraksi yang berhubungan dengan *urban tourism* berbasis budaya dan sejarah di Wufeng District, Xitun District, dan Central District, Taichung, serta membuat produk paket wisata *urban tourism* di Taichung. Penelitian ini menggunakan metode observasi, wawancara semi terstruktur, kuesioner, dokumentasi, dan studi literatur. Hasil dari penelitian ini menunjukkan bahwa terdapat beberapa atraksi wisata di Wufeng District, Xitun District, dan Central District, Taichung, Taiwan, yang memiliki potensi sebagai daya tarik wisata *urban tourism*. Atraksi-atraksi tersebut dianalisis melalui skema 4A (*attraction, accessibility, amenities, dan ancillary*) dan kemudian diolah menjadi produk paket wisata berupa paket wisata dua hari satu malam (2D1N) dengan harga Rp 3.000.000 per *pax*.

Kata Kunci: Paket Wisata, Urban Tourism, Budaya dan Sejarah, Taichung

ABSTRACT

Taichung is located in center Taiwan and is the second-largest city in Taiwan. Taichung plays an important role in the economic development and transportation system in Taiwan. Surrounded by mountains and the sea, Taichung has 29 administrative districts rich in culture and nature, resulting from the fusion of Ming and Qing Dynasty cultures and the influence of the Japanese colonial period. Taichung has great potential to be developed as an urban tourism destination. However, the lack of information regarding urban tourism packages in Taichung makes visitors tend to plan their trips independently and only visit popular spots. Therefore, this final project research designs an urban tourism packages based on culture and history in three different districts in Taichung, namely Wufeng District, Xitun District, and Central District. The purpose of this research is to identify attractions related to culture and history-based urban tourism in Wufeng District, Xitun District, and Central District, Taichung, and to create an urban tourism package product in Taichung. The research used observation, semi-structured interviews, questionnaires, documentation, and literature review methods. The results of this study show that there are several tourist attractions in Wufeng District, Xitun District, and Central District, Taichung, that have potential as urban tourism attractions. These attractions are analyzed through the 4A scheme (attraction, accessibility, amenities, and ancillary) and then developed into a tour package product in the form of a two-day one-night (2D1N) tour package priced at Rp 3.000.000 per pax.

Keywords: *Tour Package, Urban Tourism, Culture and History, Taichung*