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Perancangan Paket Wisata Edukasi di Wilayah Pesisir Kabupaten Bantul
TRI ASTUTI, Theresia Avila Rencidiptya Gitanati Firstantin, S.S., M.A., C.H.E.
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INTISARI

Secara administratif, wilayah pesisir Kabupaten Bantul mencakup beberapa bagian dari lima wilayah kelurahan di tiga kecamatan yaitu Kelurahan Poncosari di Kecamatan Srandakan, Kelurahan Gadingsari dan Kelurahan Srigading di Kecamatan Sanden, serta Kelurahan Tirtohargo dan Kelurahan Parangtritis di Kecamatan Kretek. Wilayah pesisir Kabupaten Bantul memiliki bentang alam dan atraksi wisata yang beragam serta beberapa diantaranya memiliki potensi wisata edukasi terkait pesisir. Namun kurangnya informasi dan promosi dari lokasi tersebut menjadikan masih sedikitnya kunjungan wisatawan ke wilayah pesisir Kabupaten Bantul khususnya Kawasan Pantai Wilayah Barat, sehingga masih memerlukan pengembangan lebih lanjut karena belum adanya paket wisata edukasi yang terintegrasi. Tujuan penelitian ini adalah mengetahui potensi atraksi wisata edukasi yang ada dan merancang paket wisata edukasi di wilayah pesisir Kabupaten Bantul. Teknik pengumpulan data dalam penelitian ini dilakukan dengan observasi, wawancara semi terstruktur, dokumentasi dan studi pustaka. Hasil penelitian ini adalah terdapat beberapa lokasi objek wisata di wilayah pesisir Kabupaten Bantul yang potensial apabila dijadikan sebagai daya tarik wisata edukasi terkait pesisir. Potensi yang ada tersebut setelah di identifikasi dengan konsep 6A *(Attractions, Accessibility, Amenities, Available packages, Activities, dan Ancillary services*), kemudian diolah menjadi beberapa produk *ready made tour* dengan durasi satu hari yaitu *Science Tour, Environmental Care Tour*, Tur Menikmati Hasil Pesisir Bantul dan *Family Tour*.

Kata Kunci: Wisata Edukasi, Paket Wisata, Wilayah Pesisir, Kabupaten Bantul.

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ABSTRACT

Administratively, the Coastal Area of Bantul Regency covers several parts of five sub-district areas in three sub-districts, namely Poncosari Village in Srandakan District, Gadingsari Village and Srigading Village in Sanden District, as well as Tirtohargo Village and Parangtritis Village in Kretek District. The coastal area of Bantul Regency has a variety of natural landscapes and tourist attractions and some of them have educational tourism potential related to the coast. However, the lack of information and promotion from this location means that there are still very few tourist visits to the Coastal Area of Bantul Regency, especially the West Coast Area, so it still requires further development because there is no integrated educational tourism package. The aim of this research is to determine the potential of existing educational tourism attractions and design educational tourism packages in the coastal area of Bantul Regency. Data collection techniques in this research were carried out using observation, semi-structured interviews, documentation and literature study. The results of this research are that there are several tourist attraction locations in the Coastal Area of Bantul Regency that have the potential to be used as coastal educational tourism attractions. The existing potential has been identified using the 6A concept (Attractions, Accessibility, Amenities, Available packages, Activities and Ancillary services), then processed into several ready made tour products with a duration of one day, namely Science Tour, Environmental Care Tour, Enjoying the Results Tour Bantul Coast and Family Tour.

Keywords: Educational Tourism, Tour Packages, Coastal Areas, Bantul Regency.