

ABSTRAK

POTENSI PENGEMBANGAN PARIWISATA DI SEKITAR AKSES MENUJU BOROBUDUR TERKAIT KEBERADAAN YOGYAKARTA INTERNATIONAL AIRPORT

Oleh:

Shania Binti Mahir Hamdun

16/405945/SV/12538

Borobudur, sebagai salah satu ikon Indonesia di mata dunia, terletak sangat dekat dengan Daerah Istimewa Yogyakarta, walaupun sebenarnya berada di Jawa Tengah. Hal ini merupakan salah satu keuntungan yang dapat dimanfaatkan pemerintah dan masyarakat untuk menyediakan jasa transportasi, dan memberikan berbagai kenyamanan perjalanan dari DIY ke Borobudur. Berdasarkan survey, hampir 75% wisatawan mancanegara yang memiliki tujuan utama berkunjung ke Borobudur, menggunakan moda transportasi udara untuk ke Yogyakarta. Perpindahan letak bandara, tentu membuat pola perjalanan yang sudah ada sejak lama harus berubah. Hal ini berpengaruh besar di sektor ekonomi dan pariwisata di DIY. Perpindahan bandara dari Bandara Adisutjipto ke Yogyakarta International Airport, membuat banyak pembaharuan di berbagai bidang, utamanya perbaikan akses, amenities, dan atraksi yang kini disiapkan pada jalur baru dari Yogyakarta International Airport ke Candi Borobudur. Usaha pembaharuan ini dilakukan berdasar hasil pengamatan dan penelitian terhadap minat wisatawan mancanegara yang berkunjung ke Daerah Istimewa Yogyakarta selama ini.

ABSTRACT

TOURISM DEVELOPMENT POTENTIAL AROUND ACCESS TO BOROBUDUR RELATED TO THE EXISTENCE OF YOGYAKARTA INTERNATIONAL AIRPORT

**By:
Shania Binti Mahir Hamdun
16/405945/SV/12538**

Borobudur, as one of Indonesia's icons in the eyes of the world, is located very close to the Special Region of Yogyakarta, even though it is actually in Central Java. This is one of the advantages that can be used by the government and the community to provide transportation services, and provide various travel comfort from DIY to Borobudur. Based on the survey, almost 75% of foreign tourists who have the main purpose of visiting Borobudur, use air transportation modes to go to Yogyakarta. The transfer of the location of the airport, of course, makes the pattern of trips that have been around for a long time must change. This has a big influence in the economy and tourism sector in DIY. The airport moves from Adisutjipto Airport to Yogyakarta International Airport, made a lot of renewal in various fields, mainly improving health insurance, amenities, and attractions that are now being prepared on the new route from Yogyakarta International Airport to Borobudur Temple. This renewal effort was carried out based on the results of observations and research on the interest of foreign tourists visiting the special regions of Yogyakarta.