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Convention and Exhibition Center di Kawasan Aerotropolis Kulon Progo dengan Pendekatan Sense of Place
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ABSTRAK

Yogyakarta merupakan salah satu destinasi utama MICE di Indonesia. Kekayaan budaya dan alam, serta tersedianya fasilitas dan infrastruktur yang baik mampu menarik banyak wisatawan MICE datang untuk mengadakan acaranya di kota ini. Namun dengan berpindahnya bandara utama Yogyakarta, dari Adisutjipto International Airport ke Yogyakarta International Airport di Kulon Progo mengakibatkan perjalanan wisatawan, yang menggunakan moda transportasi udara, menuju fasilitas MICE tidak efisien. Disisi lain, pembangunan Yogyakarta International Aiport akan diikuti dengan pembangunan kawasan aerotropolis baru. Kawasan ini membutuhkan fasilitas-fasilitas baru, termasuk fasilitas MICE, untuk mendukung kelangsungan hidup kawasan.

Berdasar hal tersebut, pembangunan Convention & Exhibition Centre di kawasan aerotropolis Kulon Progo dinilai tepat untuk dikembangkan.Agar Convention & Exhibition Centre dapat bersaing dengan fasilitas MICE lainnya yang ada di dunia, maka Convention & Exhibition Centre harus memiliki karakter yang jelas dan menarik. Pendekatan *sense of place* dengan mengusung konsep *The Richness of* Kulon Progo diharapkan mampu membuat Convention & Exhibition Centre di kawasan aertropolis Kulon Progo ini unggul dibanding dengan fasilitas MICE lainnya.

Kata kunci : *Sense of Place* , *Convention and exhibition centre*, aerotropolis, Kulon Progo

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ABSTRACT

Yogyakarta is one of the main destinations for MICE in Indonesia. The diversity of culture and nature, also the availability of good facilities and infrastructure are attracting MICE tourists to held their event in Yogyakarta. however, the transfer of the main airport Yogyakarta, from Adisutjipto Airport to Yogyakarta International Airport in Kulon Progo, resulted in the inefficiency of tourist's time travel toward MICE facilities. on the other hand, the project of Yogyakarta International Airport will be followed by the development of a new aerotropolis. this region needs some new facilities, including MICE venues, to foster its viability.

Based on that reasons, a convention and exhibition centre are appropriate to be developed at aerotropolis Kulon Progo. In order to support the facility compete with the others in the world, the convention and exhibition centre should have a clear and attractive character. Sense of place approach with a concept "The Richness of Kulon Progo" expected to be able to make convention and exhibition centre in aerotropolis Kulon Progo excel with the others.

Keywords : Sense of Place, convention and exhibition centre, aerotropolis, Kulon Progo