

ABSTRACT

South Tangerang City is one of the urban tourist destinations favored by domestic tourists, including Keranggan Ecotourism Village, Kandank Jurank Doank and Lubana Sengkol. These three destinations have problems such as Problems of tourism destinations in South Tangerang City including road infrastructure, facilities and infrastructure, promotion, and management. Public transportation is the main factor in the lack of accessibility to the location. Against the background of these problems, it is necessary to conduct a study of Tourism Development Studies in South Tangerang City, with case studies: Keranggan Ecotourism Village, Kandank Jurank Doank, and Lubana Sengkol, the aim of which is to study tourism development strategies in Tourism Villages in South Tangerang City. The method used in the study is a descriptive quantitative method, with descriptive statistical analysis, tourism characteristic analysis, visitor characteristic analysis, potential and problem analysis and SWOT analysis. The results of the study found that tourism management in Keranggan Ecotourism Village, Lubana Sengkol, and Kandank Jurank Doank showed fundamental differences between the Community-Based Tourism (CBT) and Non-Community-Based Tourism approaches. In Keranggan Ecotourism Village, community-based management allows local communities to play an active role in preserving their environment and culture, while gaining direct economic benefits from tourism activities. In contrast, Lubana Sengkol and Kandank Jurank Doank are managed with a more centralized approach, where the main role in management is held by the private sector or independent managers. The results of the analysis also obtained a formulation of the Keranggan Ecotourism Village development strategy which focuses on increasing the promotion of local culture and cuisine, Lubana Sengkol focuses on expanding the offering of educational activities and improving attraction facilities, facilities and infrastructure, while Kandang Jurank Doank is developed by seeking strategic partnerships for funding and improving accessibility. With the right strategy, these three destinations can not only increase the number of visitors but also strengthen their position in the local tourism industry.

Keywords: Study of Urban Tourism Development, Keranggan Ecotourism Village, Lubana Sengkol and Kandank Jurank Doank