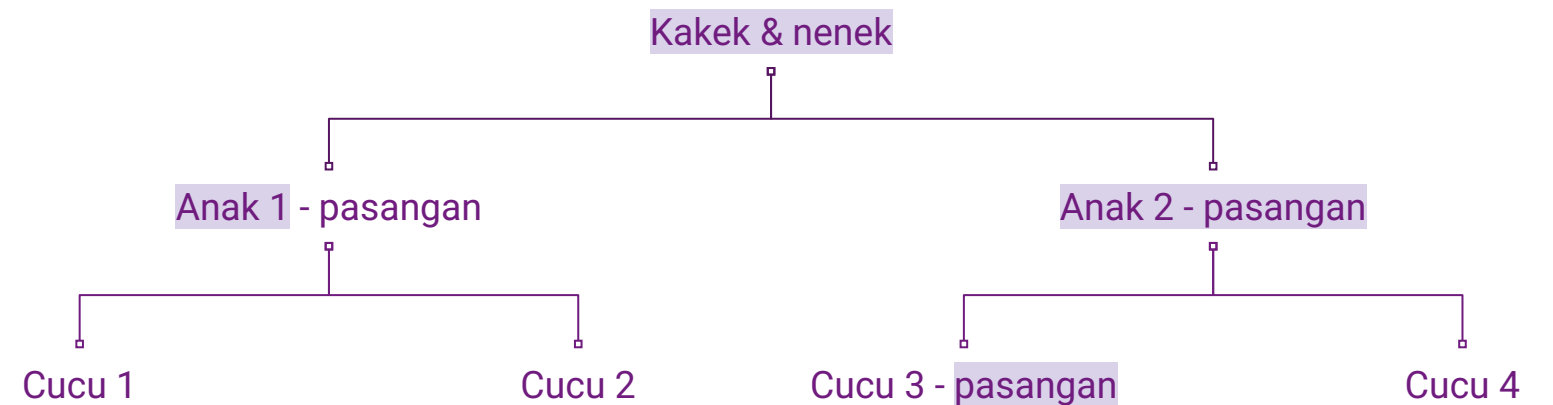
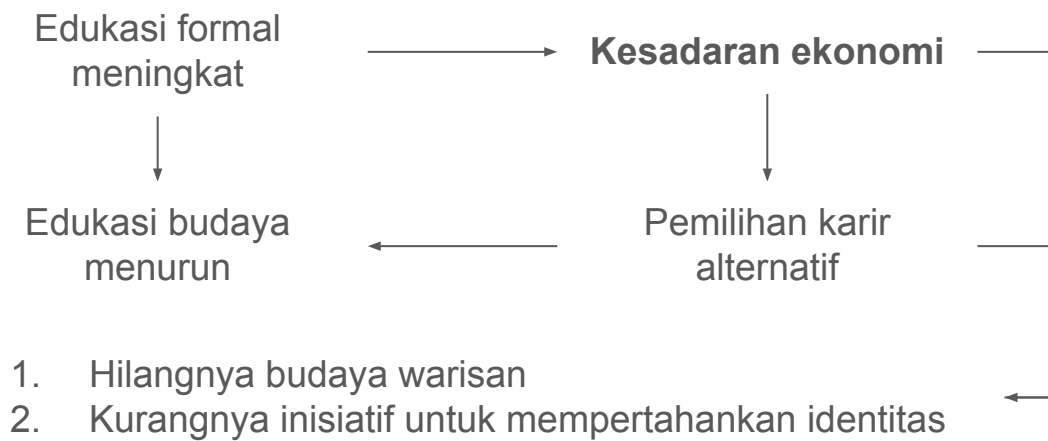
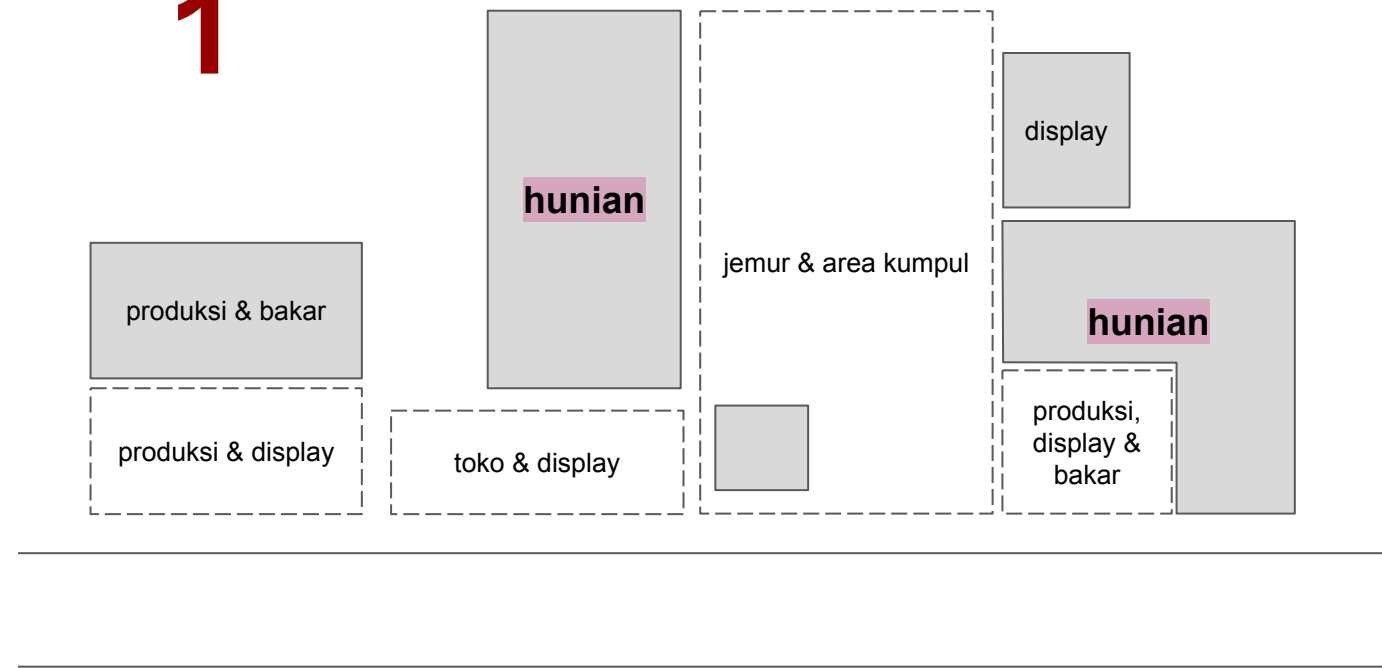


DESIGN REPORT - AR800

***PERANCANGAN KAWASAN WISATA GERABAH  
BERBASIS 8A TURISME DI DESA BUMIJAYA SERANG***

*FINAL YEAR PROJECT*

1



## Probabilitas warisan budaya pembuatan gerabah

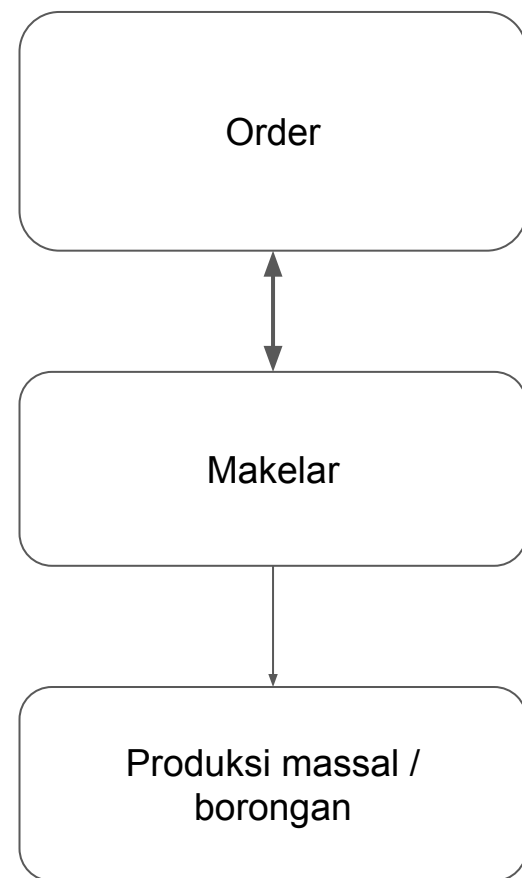
1. Direct line (orangtua - anak)
2. Indirect line (orangtua - mantu)
3. Mix (orangtua - anak dan mantu)

Budaya pengrajin gerabah terbentuk dari dalam hunian. Kondisi ekonomi yang lemah mengakibatkan lebih dari 1 kepala keluarga tinggal dalam rumah. Hal ini menyebabkan pewarisan budaya menjadi lebih mudah dan natural oleh karena sebagian besar keluarga harus membantu perekonomian keluarga dengan sumber daya dan kemampuan terbatas.

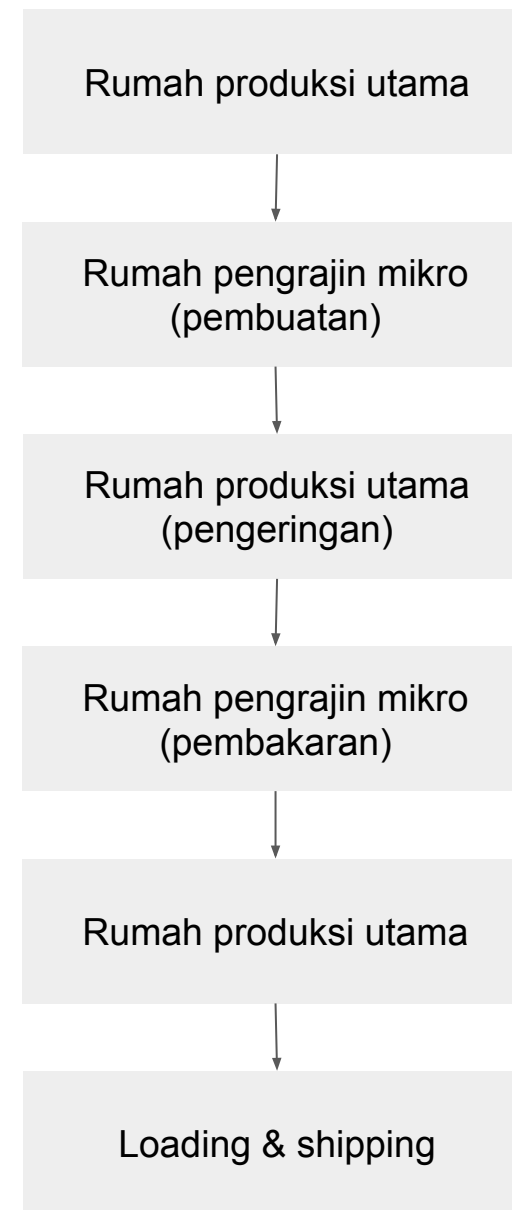
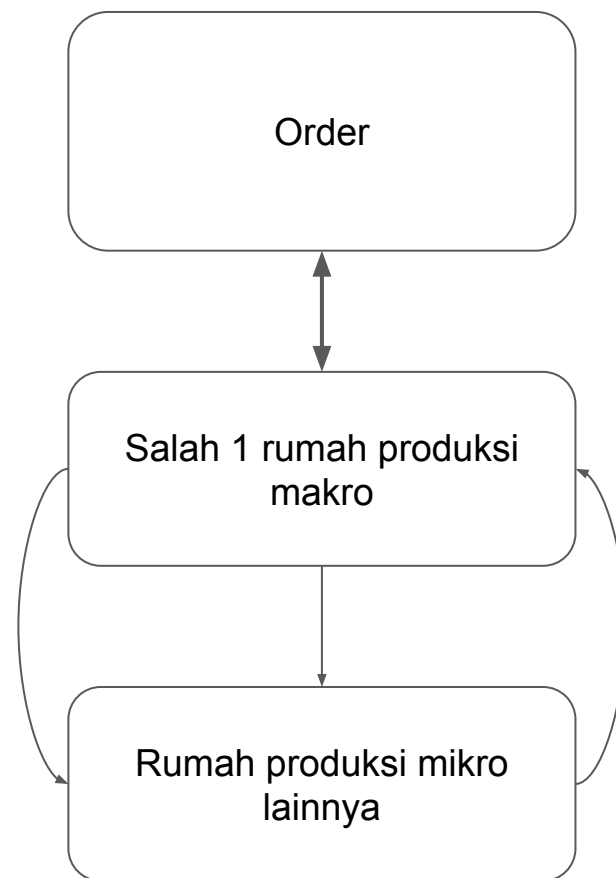
Namun, dengan faktor edukasi yang perlahan meningkat, warga Bumijaya mulai meninggalkan rumah, sumber budaya tersebut. Hunian yang menjadi medium perkembangan budaya perlu dipertahankan. Urgensi ini terlihat dari pusat industri gerabah Bumijaya yang berkurang menjadi 3 saja.



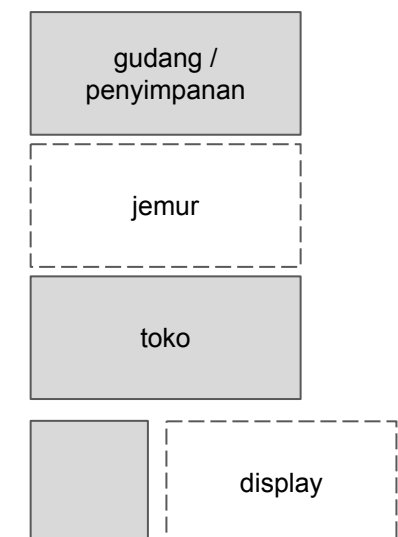
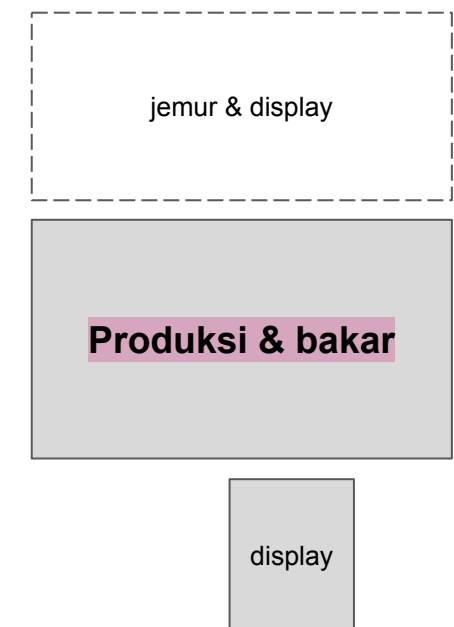
Skema 1



Skema 2



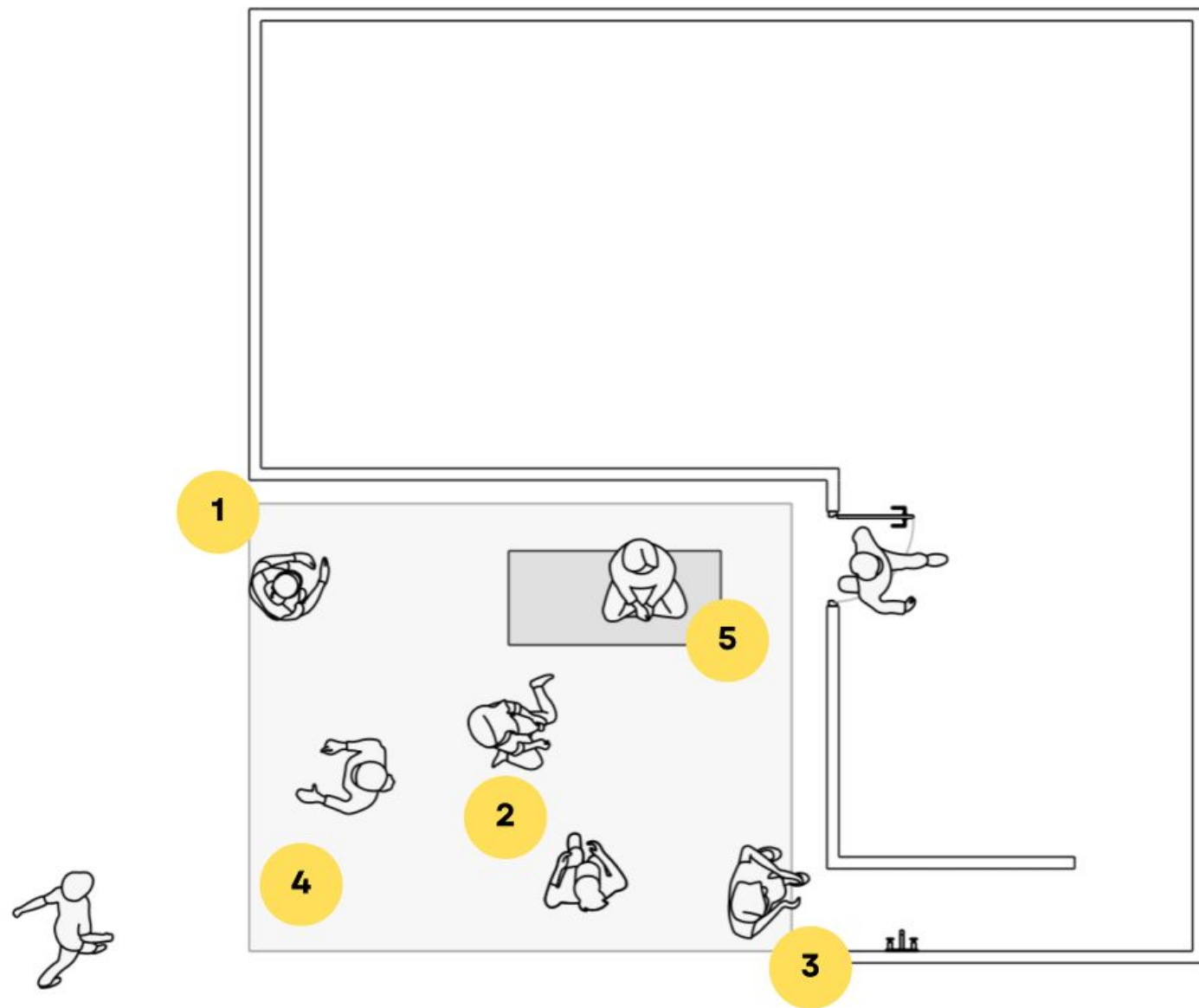
2



Sistem order dengan skema 2 (pemesanan direct melalui pengrajin) memiliki sirkulasi tidak efektif, karena area kerja industri terbatas, maka produk harus dipindah dari 1 rumah ke rumah yang lain hingga loading untuk dikirim.

Sedangkan sistem skema 1 (pemesanan melalui semacam “agen”) memiliki sirkulasi yang lebih efektif karena sistem kerja terpusat seperti pabrik kecil.





- 1 Storage tanah liat
- 2 Area membuat gerabah
- 3 Area cuci bilas
- 4 Pembakaran
- 5 Pendopo / saung



 Hunian industri gerabah skala mikro dengan pengrajin asli

 Rumah industri gerabah primer



## 4A of tourism → 8A of tourism

Attractions  
Accessibility  
Amenities  
Accommodation

Attractions  
Accessibility  
Amenities  
Accommodation  
Activities  
Available Packages  
Affordability  
Awareness

Tourism Planning: Basics, Concepts, Cases - Clare A. Gunn & Turgut Var

1. Tourism planning as a process
2. Tourism system approach
3. Resource based tourism development
4. Tourism area life cycle (TALC)
5. Sustainable tourism planning
6. Spatial organization in tourism
7. Tourism and land use

Issues in Cultural Tourism Studies - Melanie K. Smith

1. Cultural tourism definition and scope
2. Commodification of culture
3. Authenticity in cultural tourism
4. Cultural identity and tourism
5. Cultural tourism and sustainability
6. Community involvement and participation
7. Cultural conflict and tourism
8. Cultural tourism and globalization

8A of Tourism Framework	Criteria
Attractions	Natural attractions
	Cultural attractions
	Man-made attractions
	Uniqueness and significance
Accessibility	Transportation infrastructure
	Connectivity
	Ease of travel
Amenities	Accommodation
	Food and beverage
	Shopping facilities
Ancillary Services	Tourist information centers
	Safety and security
	Support services
Activities	Outdoor activities
	Cultural activities
	Special experiences
Available Packages	Tour packages
	Flexibility
	Integration
Awareness	Marketing
	Public recognition
	Online presence
Administration	Governance
	Policy implementation
	Community involvement

Lane, B. (1994). Sustainable Rural Tourism Strategies: A Tool for Development and Conservation.

Bramwell, B., & Lane, B. (1993). Sustainable Tourism: An Evolving Global Approach.

Murphy, P.E. (1985). Tourism: A Community Approach.

Pine, B.J., & Gilmore, J.H. (1999). The Experience Economy.

Kotler, P., Bowen, J., & Makens, J. (2017). Marketing for Hospitality and Tourism.

Sharpley, R., & Telfer, D.J. (2002). Tourism and Development: Concepts and Issues.

8A of Tourism Framework	Criteria	Parameter
Attractions	Natural attractions	Natural Features: Scenic landscapes, biodiversity, and ecological significance (e.g., forests, hills, rivers).  Cultural Heritage: Local traditions, crafts, folklore, and community festivals.  Uniqueness: Rare or exclusive experiences, such as interactions with indigenous communities or access to unique natural phenomena.
	Cultural attractions	
	Man-made attractions	
	Uniqueness and significance	

Accessibility	Transportation infrastructure	Road Conditions: Quality and connectivity of rural roads.
	Connectivity	Transport Options: Availability of public or private transportation tailored to rural settings (e.g., shuttle buses, bicycles, or local carts).
	Ease of travel	Proximity to Urban Areas: Travel distance from urban centers or transportation hubs to the rural site.  Signage and Wayfinding: Clear navigation systems suited for rural terrains.
Amenities	Accommodation	Basic Facilities: Availability of small guesthouses, homestays, and lodges.
	Food and beverage	Local Dining: Traditional rural food offerings, often prepared by locals.  Essential Services: Access to clean water, sanitation, and electricity in tourist areas.
	Shopping facilities	

Ancillary Services	Tourist information centers	Community-Run Services: Availability of local guides, transport operators, or craft sellers.
	Safety and security	Emergency Services: Rural health centers or first-aid availability.  Visitor Centers: Community-led initiatives providing information about the area.
	Support services	Local Networks: Integration of tourism services with rural cooperatives or village councils.
Activities	Outdoor activities	Cultural Immersion: Activities like learning traditional dances, cooking classes, or language exchanges.
	Cultural activities	Agritourism: Farm stays, agricultural workshops, or eco-farming experiences.  Outdoor Experiences: Hiking, birdwatching, or camping tailored to rural settings.
	Special experiences	Skill-Based Experiences: Workshops on rural crafts like pottery, weaving, or carpentry.
Available Packages	Tour packages	Tailored Experiences: Customized itineraries for small groups, families, or individual travelers focusing on rural life.
	Flexibility	Thematic Packages: Packages themed around local festivals, agricultural seasons, or cultural events.  Budget-Friendly Options: Affordable tours catering to rural development goals.
	Integration	Local Contributions: Inclusion of locally owned accommodations and guides in tour packages.

Awareness	Marketing	Promotion by Locals: <a href="#">Social media</a> or word-of-mouth campaigns led by the rural community.  Eco-Certifications: Accreditations for sustainable practices in the area.  Collaborations: Partnerships with NGOs or rural tourism associations for visibility.
	Public recognition	Visitor Education: Campaigns to inform tourists about rural norms and sustainable practices.
	Online presence	
Administration	Governance	Community Governance: Role of local councils or cooperatives in tourism management.
	Policy implementation	Policy Support: Government or NGO initiatives encouraging rural tourism.  Revenue Distribution: Mechanisms ensuring fair economic benefits for local communities.
	Community involvement	Environmental Management: Policies to conserve the natural and cultural assets of the rural area.



## Studi preseden - rural tourism, cultural and community based architecture

Rice Wine Factory - DnA



Rural Library - pk\_iNCEPTiON



Rural School in Oaxaca - Territorio Estudio



Anandaloy Center - Studio Anna Heringer



Bait Ur Rouf Mosque - Marina Tabassum



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## Studi preseden- pottery and terracotta local architecture

Dingshu Vocational School of Pottery - genarchitects



Bat Trang House - VTN Architects



Bat Trang Ceramic Community House -  
1+1>2 Architects





