

ABSTRACT

ASSESSMENT OF POTENTIAL FOR GARDEN TOUR WIRA GARDEN KELURAHAN BATU PUTUK KECAMATAN TELUK BETUNG BARAT KOTA BANDAR LAMPUNG TAHUN 2014

By

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This study aimed to describe the potential that has been developed and determine the category of potential Taman Wira Garden Village Tourism Batu Putuk Teluk Betung Bandar Lampung Barat 2014. This study used a descriptive method. The object of this research is the assessment of the potential of Travel Taman Wira Garden. Data collection is done by way of documentation, observation, and interviews. Analysis of the data used is scoring.

The results in this study: (1) The potential that has been developed in Taman Wira Garden Tourism consisting of artificial potential of the park. (2) Taman Wira Garden Tourism obtain a score of 220 and was included in the category of potential being to the criteria in view of the attraction is less attractive, available facilities such as; MCK, places of worship, park, playground and rest, places to eat and drink, all the facilities are there but not all can be used or lack of care, accessibility to the location of attractions is quite difficult and there is a damaged roads, travel concierge services less friendly, tourist attractions less and less attractive, eye souvenirs sold less diverse.

Keywords: tourism, assessment, potential.