

## TANGGAPAN WISATAWAN TERHADAP LITTLE TOKYO SEBAGAI DESTINASI WISATA KEKINIAN DI BANTUL

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### Abstrak

Kegiatan penelitian yang telah dilakukan selama tiga bulan ini bertujuan untuk mengetahui tanggapan wisatawan tentang Little Tokyo sebagai destinasi wisata kekinian di Bantul dan fasilitas-fasilitas yang ada di tempat wisata tersebut. Data tersebut dikumpulkan melalui observasi, dokumentasi dan wawancara. Data tersebut dianalisa secara deskriptif dan disusun dalam bentuk penelitian.

Dari hasil penelitian dapat diketahui bahwa faktor pendukung sebagai strategi pengembangan Little Tokyo adalah fasilitas-fasilitas yang diberikan dan tanggapan dari para wisatawan tentang destinasi wisata tersebut, dapat menarik minat bagi para wisatawan yang ingin berkunjung. Fasilitas-fasilitas yang terdapat di Little Tokyo menjadi daya tarik tersendiri bagi para wisatawan antara lain yaitu *panoramic spot*, restoran *indoor* dan *outdoor*, *open air area*, *gift shop*, *onsen*, kolam renang, *meeting room*, *wheelchair acces*, penginapan, dan fasilitas lain seperti mushola, area parkir yang luas dan fasilitas-fasilitas lainnya.

Kata kunci: fasilitas-fasilitas, tanggapan, Little Tokyo

## TOURIST RESPONSE TO LITTLE TOKYO AS A CURRENT TOURISM DESTINATION IN BANTUL

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### Abstract

This research activity that has been carried out for three months aims to find out tourist responses about Little Tokyo as a contemporary tourist destination in Bantul and the facilities available at these tourist attractions. The data was collected through observation, documentation, and interviews. The data were analyzed descriptively and compiled in the form of research.

From the results of the study, it can be seen that the supporting factors as a strategy for developing Little Tokyo are the facilities provided and the responses from tourists about these tourist destinations, which can attract tourists who want to visit. The facilities in Little Tokyo are the main attraction for tourists, including panoramic spots, indoor and outdoor restaurants, open air areas, gift shops, onsen, swimming pools, meeting rooms, wheelchair access, lodging, and other facilities such as prayer room, a large parking area and other facilities.

Keywords: facilities, response, Little Tokyo